WAMH / WAMF Records

Correspondence, Reports, Printed matl.
Concerning founding and early years of WAMF
1948-1952

Box: 1 Folder: 2

WAMF

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W A M F

The papers, records, and data concerning the start of Radio Station WAMF, Amherst College, Amherst, Mass.

Prepared by

Edwards R. Hopple,'52

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AMHERST TO FOUND RADIO STATION

Amherst College News Bureau
Amherst, Mass.

For release Tuesday pm, January 27, 1948 and thereafter

Amherst, Mass., Jan. 27 - Approval of a wired wireless radio station at Amherst College was announced at a a meeting of the student body in Johnson Chapel this morning by President Charles W. Cole. The announcement followed favorable action of the Board of Trustees, which met in Washington, D.C., on Saturday, January 24th, upon a plea by students at the College for the establishment of such a station. The undergraduates are authorized to proceed with plans for development subject to supervision by the president of the College.

Initial funds will be advanced by the Trustees, subject to certain conditions which will be worked out between the students and President Cole. The studio will be located in the basement of Walker Hall, and programs will be wired to the thirteen fraternities, six dormitories, and Valentine Hall - the College's central dining hall.

This action follows a detailed survey and report by undergraduates to President Cole on the desirability of creating a radio station for student entertainment and extra-curricular experience.

AMHERST COLLEGE

INTERDEPARTMENTAL MEMORANDUM

45A-946-25M

From CWC Date Jan. 26, 1948

To Messrs. Trester, Taylor, Baliozian In Reply to

Subject

The Trustees, at their meeting on January 24, approved the creation of a college radio station along the general lines indicated in the memos which you presented to me, but with certain restrictions and provisions. I would suggest that you make an appointment with me to come in and talk them over sometime next Friday or Saturday, since I will be out of town Wednesday and Thursday.

Trustees O.K. building station

THE FRATERNITY BUSINESS MANAGEMENT
OF AMHERST COLLEGE
AMHERST, MASS.

January 29, 1948

Mr. Archie Taylor
22 Orchard Street
Amherst, Massachusetts

Dear Archie:

I see by the "Student" that the campus radio station has been approved by the Trustees. A few days ago I received a telephone call from Charles N. DeRose, proprietor of radio station WHYN, who asked me to pass on a suggestion to you if anything came of your radio activities. His suggestion was that Mr. John Vondell (Jr.) of 80 Fearing Street, Amherst, is assistant program manager for WHYN, and that he would probably be very glad to help with your station. I have no idea whether Mr. Vondell's services would be entirely voluntary or whether he would serve as a paid consultant. I would think, however, the situation was worth looking into.

I think I might also add that if you run into any technical difficulties, I believe Mr. DeRose would probably be glad to help you out.

Let me know if I can do anything for you.

Sincerely,

Art

Arthur Davenport
Manager

AD/dc
CC: President Cole
Al Guest
Charles DeRose

MEMORANDUM From: C. W. Cole
To: James D. Baldwin, WAMF
(cc: E. R. Hopple & R. R. Vance, Jr.)

The following is a summary of the basic agreement between the Trustees and the radio station, arrived at in a conference I had with Messrs. Trester, Taylor and Baliozian on January 30, 1948. I would suggest that copies be kept in the appropriate place in your files.

Summary of Agreement

1.) The Trustees agreed to authorize an undergraduate radio station at Amherst College and to provide space for it in the basement of Walker Hall.

2.) The Trustees agreed to advance $3000 for the basic, initial expenses of the station.

3.) The radio station agreed to abide by the following conditions:

a) The station is to have a faculty adviser (initially Mr. J. A. Guest) with whom all major steps will be discussed.

b) The station will prepare and adopt a constitution which will ensure democratic control of the station by the student group working in it. This constitution must be approved by the President on behalf of the Trustees and by the Student Council on behalf of the student body.

c) No advertising of alcoholic beverages will be permitted.

d) No student shall receive any sort of compensation for work in the station until such a time as the $3000, advanced by the Trustees, shall have been repaid.

e) The station will endeavor to maintain a high quality program for the best interests of the College and will avoid undue commercialism (as regard number, time or quality of advertisements).

f) The station will at all times be careful to remain within the bounds of good taste. On this score, if it has any doubt at any time, it will consult the faculty adviser.

4.) The President, on behalf of the Trustees, retains the right to discontinue the station if it violates the terms of its agreement or if its operation in any way tends to impair the good name of the College or ceases to be in the interests of the College.

AMHERST COLLEGE
Amherst, Massachusetts

February 26, 1948

Mr. Archie Taylor
22 Orchard Street
Amherst, Massachusetts

Dear Arch:

President Cole has placed the new radio station under our supervision. We will be very pleased to give you any help which we can. Please understand, however, that for the time being while Trustee money is being extended all of your expenditures must be cleared by approval from our office before the expense is undertaken. It is our plan to keep the Trustee's money completely seperate from any later operating funds. As a consequence we can eventually set up a bank account and make proper arrangements for the handling of the stations business.

For the moment, however, we will be doing business solely with Trustee funds, which will be covered by college checks only upon the approval of this office. Let me know if there is anything I can do for you.

Sincerely,

Arthur Davenport
Advisor

AD/dc
CC: Trester, Hechler
Eaton, Baliosian

AMHERST COLLEGE
Amherst, Massachusetts
STUDENT ACTIVITIES BUSINESS OFFICE

23 January 1950

Amherst College Broadcasting System
Station WAMF

Dear Sirs,

May I, by your leave, hereby tender my resignation as Treasurer of WAMF effective as soon as Eddie Hopple has received power of signature from the bank. ----

He must have a letter from the secretary of the Station to the effect that Edward Hopple has been elected Treasurer, and is duly autherized to sign the checks for the organization. This should be addressed to the First National Bank of Amherst.

Very sincerely,

Richard L. F. Simons

Richard L.F.Simons

March 25th, 1950

Mr. Arthur Davenport
Faculty Advisor, WAMF
Walker Hall
Amherst College
Amherst, Massachusetts

Dear Mr. Davenport:

I have been asked by our business manager about reading the following commercial copy: "Let George Cramer cash your checks." I would appreciate an interpretation of our position with regard to the Trustees' policy in this matter. No mention of "C & C" or liquor would be made - reference only to the check cashing service.

I would also like to request permission to erect the partition we have been hoping for at the stair end of the hall room where we have squatter's rights. As Mr. Thatcher told me once it would be all right for us to use this space, it would seem B & G should have no objection to the partition, to be of 2x4 studding covered with celotex. Two unused plumbing pipes are in the way at present. The plumbers once said they would move them next day (a very small job) but evidently when they got back to B & G got the impression the radio station didn't really want that space.

Heat has not as yet been installed in the new studio. I am leaving it unlocked over vacation in hopes.

Many thanks for whatever assistance you can give us in these matters.

File R.V.

Robert R. Vance, Jr.
Station Manager

RV:weh
CC - sta
A. Davenport

AMHERST COLLEGE
INTERDEPARTMENTAL MEMORANDUM
45A-1148-25M

From Arthur Davenport Date April 7, 1950
To Robert Vance In Reply to

Mr. Thacher and I are agreed that we have no objection to the Radio Station install-

AMHERST COLLEGE

INTERDEPARTMENTAL MEMORANDUM

45A-1148-25M

From Arthur Davenport Date April 7, 1950

To Robert Vance In Reply to

Subject

Mr. Thacher and I are agreed that we have no objection to the Radio Station installing a door and partition where they now have their railing, provided that the wall board used is sheetrock or similar fire-proof material.

Mr. Thacher assurred me that the heating and removal of the plumbing pipes would be taken care of immediately.

File R.V.

AMHERST COLLEGE
Amherst, Massachusetts
OFFICE OF PRESIDENT

May 12, 1950

Dear Mr. Hopple:

The advertisement in the last issue of Sabrina on page 20 seems to me a clear violation of the understanding that there shall be no liquor advertising on WAMF, for it identifies your news broadcast with the C & C Package Store and this destroys the fiction that George Cramer is sponsoring this as an individual and not as proprietor of the package store. I would suggest that you discontinue Mr. Cramer's sponsorship at once, but I will be willing to discuss with you whether (if your contract calls for it) it can be continued until the end of this semester.

Most sincerely,

Charles W. Cole

Charles W. Cole

Mr. Edwards R. Hopple
D 19 Morrow
Amherst College
Amherst, Massachusetts

Buildin
Amherst
Amherst

Att: M

Dear Si

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Sincerely yours,

June 10, 1950

Building & Grounds Dept.
Amherst College
Amherst, Mass.

Att: Mr. Thacher

Dear Sir:

The radio station will be closed up this summer, and between now and September there are a few things we would appreciate if B . & G. could do for us. All the trash in the back outside exit hallway can be thrown away, including lumber etc. Phil knowles spoke to you, I think, about putting bars on the outside of the windows in the tech room, as now are in Studio "C". We would also appreciate it if you could have the door into the station from the hallway hung sometime. The hinges are on the door (glass door) and the door is leaning against the wall right next to the doorway. If B. & G. would put in the rest of the hardware with the station lock on the door, then we will pay you ~~in~~ the fall. Anything you can do for us would be much appreciated. Thank you one and all for treatings us so nicely during this year. We hope that we can help you all out sometime. Best wishes for an enjoyable summer.

Sincerely yours,

WAMF

AMHERST COLLEGE
Amherst, Massachusetts
STUDENT ACTIVITIES BUSINESS OFFICE

December 19, 1950

To the Personnel of Radio Station W.A.M.F.

In compliance with the recent rulings of the Student Council, the finances of WAMF will be handled henceforth as follows:

1. No expenditure or committment of expense may be made without obtaining a written purchase order in advance from Howard M. Fisher, Treasurer of Student Council. These purchase orders may be obtained from Mr. Fisher direct or via the Student Activities Office, Walker 13A.
2. All Banking transactions - the depositing of funds, the writing of checks,etc. - shall be handled solely by the Student Activities Office, acting as the treasurer pro-tem of Station WAMF.
3. Any expenditures undertaken by an individual person either in the form of cash or by unauthorized charge or committment shall be regarded as a gift to WAMF by that individual, and no reimbursement will be made.
4. The person designated to handle receipts from advertising and other sources shall report directly to the Business Advisor to Student Activities. The expenditure of any money received in cash is prohibited and such action will warrant dismissal from the station's activities.
5. A revised budget, based on the new tax and all obligations, including the contingent liability to PBS shall be prepared at once and furnished to the Treasurer of the Student Council.
6. It must be completely understood that WAMF is hereafter without power to act in any financial matters whatever without prior consultation with Howard M. Fisher, acting for the Student Council, and/or the Business Advisor to Student Activities.

On behalf of the Student Council,

Howard M. Fisher

Treasurer

Approved:

Arthur Davenport

Arthur Davenport
Business Advisor to Student Activities

Memo: Student Council of Amherst College
Arthur Davenport, Activities Office

Upon investigation I have come to the conclusion that WAMF is responsible for a share of the expenses of PBS, which we have no way of determining at this time. Therefore, I can not be responsible for WAMF's obligations to PBS until such time as a definite understanding can exist.

It is my feeling in the matter that there must be an understanding in writing that will protect WAMF from indeterminable financial responsibilities to PBS.

Jerry B. Wilkoff
Business Manager - WAMF
January 16, 1951

The Committee on Student Constitutions

Amherst College

March 1951

Dear Sir:

The Student Council has commissioned me to notify you of the status of your organization as defined by the Committee on Student Constitutions. If there are reasons for which you feel your status should be changed, please feel free to appear before Council to explain them. I'm sure a satisfactory adjustment can be made. This study is an attempt to define the Council's and the organizations' relationship.

I believe that in some cases, approved Charters have been lost by the Council. Please cooperate by making the changes that may be necessary and sending us a copy for re-approval.

The Committee on Student Constitutions has tried to consider the undergraduate organizations of the campus both individually and in totality. We have found that the chartering of an organization by Council involves an exchange of responsibilities, which will be expanded upon later in this report. A part of this exchange of responsibility involves the Student Activities Office in its capacity of business adviser to all undergraduate organizations. In making its recommendations concerning individual organizations, whether they should or should not be chartered, the committee used the following general considerations: extent of activity, nature of activity, amount of finances, and origin of income. The committee feels that Council, in keeping with its mandate to regulate extra-curricular activities, is empowered to require Charters of those organizations whose nature is such as to necessitate a Charter. Conversely, when an organization's activity is not of such a nature as to require a Charter, Council is empowered to revoke its Charter. However, organizations not Chartered may continue on an informal basis; that is, they will not have the responsibilities and privileges of Chartered organizations. Council is not directly responsible for unchartered organizations. However, these organizations may be required to submit a Charter when necessary.

If you do not intend to appeal and are required to have a Charter, please submit one as soon as possible. Please understand, organizations not Chartered are not being denied the right of assembly but are being exempt from certain duties.

Yours truly,

C. Fred Jenkins '53, Chairman
Committee on Student Constitutions

Statement of the Responsibilities and Privileges of Chartered Organizations:

1. the privilege of using the name of Amherst College.
2. the responsibility of maintaining the name of Amherst College.
3. the privilege of appealing to Council for aid.
4. the responsibility of submitting books to the Student Activities Office for audit.
5. the responsibility of forwarding a list of officers to Council following each election.
6. the responsibility of submitting all changes in the Charter to Council.
7. the responsibility to Council for the state of its finances at all times.
    a) this includes the duty of reporting to Council whenever the organization exceeds its budget.

Standard Framework for Student Constitutions

A. Name

B. Statement of purposes and aims.

C. Statement of operational procedure:

    1. Provision for an individual who shall act in an executive capacity over the organization and who shall be responsible for its actions.

    2. Listing of the officers and their duties.

    3. Statement of election procedure.

    ✓4. Statement of membership requirements.

D. Provision for emergency operations: such measures as are necessary for:

    1. Continuance (in the event that the organization is depleted but sufficient students remain to continue operations.)

    2. Suspension (in the event that operations must be halted; provision for care and custody of equipment.)

    3. Restoration (in the event that the organization be suspended; provision for reforming at a later date.)

I

The Committee, in a divided opinion, recommended that provision be made in the Student Association Constitution for the institution of emergency operations in chartered organizations.

A. that emergency operations be instituted

  1. on application of the organization.

  2. by order of the Council.

B. that the Council have the right to transfer the administration of Student Activities to the Student Activities Office when it deems necessary.

C. that in the event of the absence of a quorum of the Council from the campus, administration of Student Activities be vested in the Student Activities Office pending an election to fill vacancies.

D. that Council provide for emergency election of a new Council, or to fill vacancies.

Mr. Gibbs opposed transference of administration of student activities to the Student Activities Office.

II

The Committee has been unable to agree on a criterion applicable in all cases for deciding which organizations should be chartered by the Council. Therefore, it has considered each organization separately and the following was decided: (all decisions are appealable)

A. Organizations whose Charters are on file with the Council who shall continue to be chartered: Please check that your constitution includes the standard form.

  1. The Amherst Photographers Association.

  2. The Rotherwas Society of Amherst College.

  3. The Amherst College Lacrosse Association.

  4. The Amherst College Rowing Association.

  5. The Amherst College Hockey Club.

B. Organizations whose Charters are on file with the Council whose Charters are revoked:

  1. The Pre-Academic Club of Amherst College.

  2. The Amherst College Weather Bureau.

  3. The Amherst Decency League.

  4. The Amherst College Young Republicans Club.

C. Organizations whose Charters are not on file which are requested to present Charters:

1. The Amherst Double Quartet.
2. Scarab
3. Sphinx
4. The Amherst College Christian Association
5. The Amherst Outing Club
6. The Zumbyz
7. The Band
8. The Amherst Student
9. The Olio
10. Radio Station WAMF
11. The Debate Council
12. The Philosophy Club
13. The Prom Committee
14. The Sailing Club
15. The Amherst Automobile Association
16. Sabrina
17. Managerial Association

D. Organizations whose Charters are not on file which need not be Chartered.

1. The Chapel Choir
2. The Speakers' Association
3. The Pre-Med Club
4. The Pre-Law Club
5. The Chest Drive
6. The Amherst Masquers
7. Agora
8. Phi Beta Kappa (honor) Fraternity

THE STUDENT COUNCIL OF AMHERST COLLEGE
AMHERST, MASSACHUSETTS

May 7, 1951

Dear Sir:

This is to notify you that Radio Station WAMF has been scheduled to appear before the Student Council for the yearly Student Tax allocation on Thursday, May 17, 1951.

Each organization appearing is requested to furnish the following information:

1) the budget this organization submitted for 50-51
2) its itemized expenses for the past year (in line with its budget)
3) its proposed budget for 1951-52 in detail
4) any changes proposed, and the reasons for any increases
5) about twenty copies of the above information

Thank you.

Yours truly,

Charles J. Reynolds

Charles J. Reynolds, Sec'y.
STUDENT COUNCIL

THE AMHERST COLLEGE BROADCASTING SYSTEM
AMHERST, MASSACHUSETTS

Copy

February 29, 1948

Mr. Dan Seymour
7 Fairway Drive
White Plains, New York

Dear Mr. Seymour:

Upon the suggestion of our mutual friend, Al Guest, I'm writing to you in the hope that you'll be able to lend us some much-needed assistance or pass on this letter to someone who might.

Our recently formed organization is at present engaging in an intensive training program preparatory to going on the air in late April, broadcasting daily to the students of Amherst College via the direct-wire transmission system now used in many colleges throughout the country. With both the spiritual and financial backing of the trustees of the college, plus the radio need created by the lack of good standard broadcast reception, we feel that our project should be a success. Though beginning on a relatively modest scale, we are aware of the unlimited possibilities in this vicinity and hope that someday the Amherst station will be able to expand into a four college network, linking us with the Univ. of Mass., Smith, and Mt. Holyoke, or become a standard broadcast station sponsored jointly by these four institutions, or serve as the center of a regional council or workshop.

Our most immediate need, since as you know Amherst offers no courses connected in any way with radio, and since only a handful of us have had any past radio experience, is aid in the forming of broadcast procedures and in the training of studio personnel. Therefore we'd greatly appreciate any aid you might be able to offer in the form of manuals, handbooks, program suggestions, procedure outlines, file scripts, reference lists, or any other pertinent material that would be useful for training people in announcing, writing, and production.

If you find time for an Amherst visit sometime this spring, I hope to have the opportunity of meeting you and that perhaps you'll be able to personally address our staff. Meanwhile we'll be most grateful for your attention and consideration.

Sincerely,

Arch Taylor
Program Manager
AMHERST COLLEGE BROADCASTING SYSTEM
Amherst, Mass.

DAN SEYMOUR

Mr. Arch Taylor
Amherst College
Amherst, Mass.

Dear Mr. Taylor:

It was deeply gratifying to learn from your letter that Amherst is contemplating an extra curricula venture into radio. I have long felt that Amherst, having done such an outstanding job in stagecraft, should investigate the modern art of broadcasting. If we are to look forward to a sounder and higher level of programming in radio, we must look to young men from institutions such as Amherst to lead the way.

During the last few days I have tried to ferret out the information you desire. Most of the manuals available are outdated. Rather than send you any useless material, I am giving you the names of various people to contact.

For radio production I suggest you write to James A. Bixler of the American Broadcasting Co. He, I believe, holds an important position in their program department. If there is any up to date written material on production he would be able to get it for you. Bix is an Amherst man and I feel that he will be interested in what you are doing. You might mention that I suggested that you write him.

For announcing write to Dr. Cabel Greet at the Columbia Broadcasting System. He has long been in charge of the announcers at C.B.S. Dr. Greet might be helpful to you in many ways. He is the head of the Speech Dep't. at Columbia University. He most likely could advise you on the best current texts for all phases of radio. He is an old friend of Amherst through Prof. Haller at Columbia and I feel sure that he too would help the college. Again, mention my name as we are old friends. Dr. Greet will be able to get copies of all the announcing material used at CBS, both manuals and audition scripts.

Your most important source should be Prof. Warren Bower at New York University. NYU has, to my knowledge, the best and most complete course on radio and radio advertising offered by any college. I do not know Prof. Bower but if he should not desire to cooperate with Amherst, for some unknown reason, please advise me and I believe I will be able to get the material he uses for you.

Ronald Dawson Associates

"Lend Lease Library"

Radio Productions

545 Fifth Avenue
New York 17, N. Y.

Murray Hill 7-6865

Ronald Dawson
Carl Beier

January 24 1949.

Dear Radio Director:

If this service interests you, you must be thinking of radio scripts, and if you are in the market for plays, you want nothing but the best.

We believe that we can offer you radio's best selection of scripts, since our library consists of second-rights to almost every dramatic program on the air. For example, if you want mystery scripts, we can give you plays that were used on such programs as SUSPENSE, THE WHISTLER, and MOLLE MYSTERY. If it is the workshop type of script you would like to do, we have a selection from the COLUMBIA WORKSHOP series and also THE CARRINGTON PLAYHOUSE. There are many other types of scripts, too, and we're certain that your favorite dramatic show is "among those present," all of our writers being members of the Radio Writers' Guild.

Our satisfied clients include such colleges as UCLA at Berkeley, Purdue, Ithaca, Adelphi, Lehigh, Shorter. Among the Little Theatres which are availing themselves of our service are The Kanawha Players of Charleston, West Virginia, The Yakima Little Theatre of Washington, The Corpus Christi Little Theatre, The Dock Street Players of Charleston, South Carolina.

Actually, 150 Radio Stations, 28 Colleges, and 28 Little Theatres are currently broadcasting our REPERTORY THEATRE, written by the writers who create most of the top radio programs. REPERTORY THEATRE offers you a wide range of plays, covering every emotion and type. There are 52 half-hours in this series, each one complete in itself. REPERTORY THEATRE may be had in blocks of 13.

At your request, we shall be very happy to send you sample scripts.

Sincerely yours,

Ronald Dawson

Ronald Dawson
RONALD DAWSON ASSOCIATES

RD:MEM

ROCKY MOUNTAIN RADIO COUNCIL

21 EAST EIGHTEENTH AVENUE • DENVER, COLORADO

JACK WEIR LEWIS, ASSOCIATE DIRECTOR

April 2, 1948

Mr. Arch Taylor
22 Orchard Street
Amherst, Massachusetts

Dear Arch:

I am sorry to have waited so long to reply to your letter requesting information. However, since I have very little that will be of any value to you I suppose the delay will be excused. As to study outlines, textbook suggestions, etc., since we do practically nothing in the way of teaching here at the Council, your best bet will be to write the radio departments of some of the colleges offering formal instruction.

The only thing which we have that may be of some value to you so far as Council operation is a copy of our newest annual report. This booklet gives you the story and operation of the organization. I am sending you one under separate cover.

Glad to know that you are getting along so well, and hope that some of your musical comedy plans materialize soon. Let me here from you from time to time.

Very truly yours,

Jack Weir Lewis
Jack Weir Lewis
M. L.

JWL/ml

Globe-Wernicke
G W
Service
DEPENDABLE QUALITY

H. B. ELMER
RESIDENT MANAGER

The Globe-Wernicke Co.

Makers of over 4000 items needed in Offices

PHONE CHELSEA 2-5540
76 NINTH AVENUE
NEW YORK, 11 N. Y.

April 6, 1949

Amherst College
Amherst
Massachusetts

Centlemen:

This letter concerns the storage and indexing of 16" transcriptions, which has become a problem for all who use these 16" discs in radio work, or over loud speaker systems in any way.

For years we have been making cabinets for use in radio stations and have developed a cabinet that will not only give you an efficient housing for the discs, but at the same time index them so that they are immediately available when wanted. Many hundreds are being used with great satisfaction, not only in radio stations but also by universities and colleges.

This cabinet holds 200 16" records and is so sturdily built that they can be stacked on top of each other to a reasonable height.

Three of these cabinets stacked on top of each other will house a library of 600 records and use a floor space of only 31 x 18 inches.

Enclosed is a folder giving full particulars and we will be glad to give you any further information desired.

Yours truly,

THE GLOBE-WERNICKE COMPANY
Transcription Cabinet Division

By Claud Allen
Claud Allen

CA/pk
Enc.

STEEL AND WOOD FILES. DESKS AND TABLES. FILING SUPPLIES. VISIBLE RECORD EQUIPMENT. OFFICE ACCESSORIES
SECTIONAL BOOKCASES. STORAGE CABINETS AND WARDROBES. STEEL SHELVING. SPECIAL STEEL AND WOOD EQUIPMENT

The Ralph H. Whitaker Company
ADVERTISING
49 EAST 51st STREET • NEW YORK 22, N Y • PLaza 9-6840

November 22, 1948

Dear Arch:

Today I passed on your very well written letter to Clarence Francis.

Be sure I will pass on any word for you as soon as I get it.

Sincerely,

Ralph H. Whitaker

RHW;k
Ralph H. Whitaker

Mr. Arch Taylor
Station WAMF
Amherst
Massachusetts

Bruce R. Powers
University of Connecticut
Fort Trumbull
New London, Conn.

April 20th

Dear Leonard,

Here's that list of record distributors you asked me for recently; I certainly hope they will be of some help to you. They are as follows:

Stern and Co. (general distributors)
210 Chapel Street CAPITOL
Hartford, Conn.

Post and Lester
Musicraft Record Distributors
East Hartford, Conn.

The above-named concerns are local people. Decca, RCA and Columbia all distribute from their New York Office. That is all the information I have been able to get so far.

Please write me again if I can be of further assistance.

Sincerely

Bruce Powers

AMHERST COLLEGE BROADCASTING SYSTEM
AMHERST COLLEGE, AMHERST, MASS.

February 23, 1948

Gentlemen:

Since in laying the groundwork for our campus radio station we have encountered many of the same problems which now undoubtedly beset your path we felt that the enclosed poll might be of some help to you.

We feel that the best results from a poll of this sort can be obtained through personal interviews. Therefore we are using approximately sixty potential staff members to query around six hundred students, slightly more than half of the student body.

We have recently been granted a loan by the Board of Trustees to proceed with the installation and operation of our station (call letters not yet allocated.) If we can be of any further service in supplying you with other details of our "Fight for Life" please feel free to call on us.

Sincerely yours,
Leonard S. Trester
Leonard S. Trester,
Station Manager

WRUM TRUMBULL BROADCASTING SYSTEM
UNIVERSITY OF CONNECTICUT PHONE 9626 NEW LONDON, CONN.

February 27,1948

Leonard Steele Trester, Station Manager
Amherst College Broadcasting System
Amherst, Massachusetts

Dear Leonard;

I suppose that by now you've received our Station policy, format, and handbooks; we certainly hope they will help you. Remembering our small start a half a year ago, I can well understand your organizational difficulties. Here's hoping the administration at Amherst is sympathetic to the cause.

In answer to your query regarding student polls I believe I can be of some help. Recently, we sent around a questionnaire to U-Conn's resident students asking about their likes and dislikes of the "golden medium". Much to our surprise we were snowed. Everyone responded with a tremendous amount of enthusiasm, and from our rough tabulations it looks as if we obtained a good cross-section of opinion. As soon as the results are in I'll send you the scores. Enclosed please find the aforementioned questionnaire. By the way, as far as a Technical Data Book is concerned I'm afraid we can't help. We don't have one, and as far as I know, we don't know any other station that would let us borrow theirs. Discouraging ain't it?

Leonard, would you do a personal favor for me? Next year I plan to switch my major from Business Ad to Sociology, and I hear that Amherst has a good department for that subject. Am I correct? I'd appreciate it very much if you would find out if Amherst is taking transfers. If so,could you send me a catalog, and a few tips about entrance. What I am most interested in,of course, is the amount of tuition and credit acceptance. I can see tremendous possibilitis for both of us and the station if I were to go to Massachusetts next semester. Let me know what you think.

Yours

Bruce Powers

wered
3/9/48

Member Station; Intercollegiate Broadcasting System

WRUM TRUMBULL BROADCASTING SYSTEM
UNIVERSITY OF CONNECTICUT PHONE 9626 NEW LONDON, CONN.

February 18, 1948

Mr. Leonard S. Trester
Chi Phi House
Amherst College
Amherst, Massachusetts

Dear Leonard;

Your letter of the sixteenth was very welcome, and the enclosed information much appreciated. I had meant to write previously to explain my absence at the Governing Council meeting, last Sunday morning; however, station business has kept me pretty well preoccupied. Demanding last-minute details, prior to the station's official campus opening on Monday, forced me to leave earlier than expected.

Concerning the record situation, dire as it is, I'm sure that you will be glad to know that we have been successful in obtaining records from the local Decca and Capitol distrbutors(not record shops). Our Music Director is now trying to get discs from Columbia and RCA at cost. So far we've heard nothing from our contacts. Here's hoping you will be able to do better...at least as far as information is concerned.

At the presnt time I am swamped with studies having allowed them to slide in preference to station work. Now I have to get down to brass tacks. However, I will make it a point to send you, as soon as possible, copies of our Station Policy, Organizational and Personnel List, Production Format, and Operator's and Announcer's Handbooks.

Hoping for a closer liason between your station and mine,I am

Sincerely Yours

Bruce R. Powers

Bruce R. Powers

Production Manager

BOWDOIN-ON-THE-AIR
BOWDOIN COLLEGE
BRUNSWICK, MAINE

March 14, 1950

MAR 16 1950

Dear Ed:

Please forgive my not writing sooner . WE have never forgotten the swell time you gave us . I hope to be in Amhurst in April and look forward to seeing you . We are almost ready to broadcast and should be on the air in the next few weeks . If you ever get a chance to drop in , by all means do so . We always have plenty of room .

Well I hope we'll be on the air by our next meeting and we can celebrate with some beautiful coeds .

Sincerely Yours,
John Mullane
For Station WBOA

WKCR
Columbia

WAMF

AMHERST COLLEGE BROADCASTING SYSTEM

AMHERST, MASSACHUSETTS

Oct. 12, 1948

Mr. Tak Kako
WKCR - Hamilton Annex
Columbia University
New York, N. Y.

Dear Tak,

I would greatly appreciate having the list of record companies that you have found cooperative over the past few years. We talked this over when I was last in New York.

Plans here call for opening the station, on a limited broadcasting schedule, within the next two weeks - hence the request pertaining to the records. As I remember you had a list of addresses and names of small companies who have cooperated.

Also, how is the script library coming, you mentioned the fact that several were available - may we have a list of them.

Hope to see you before too long -

Very truly yours,

Leonard S. Trester

WAMF - AMHERST COLLEGE BROADCASTING SYSTEM - AMHERST COLLEGE
AMHERST, MASSACHUSETTS

March 18, 1948

Mr. Charles J. Brookwell, Jr., Station Manager
WRSU - Radio Rutgers
Box 155 - Rutgers University
New Brunswick, N. J.

Dear Chuck,

I'm very sorry to take so long in answering your letter of the first, we have been in the midst of six weeks exams, station troubles and numerous other problems which have come up from time to time. I was very pleased to learn of your appointment to Sales Director for the IBS. You may remember the talk we had about this in New York, at that time I felt, and still do, that it is the one position which will either make or break the IBS for they have too long neglected the aspect of advertising, both local and national. The one major mistake that IBS has made in the past is the lack of emphasis placed on a permanent and somewhat steady income, the only means of same being national advertising. For my part, and those of us here at Amherst, I would like to say that we shall cooperate in any way you deem wise to aid in the national advertising scheme.

Robert Hechler, our Business Manager, told me that he had been in contact with you and Lew Avery in the past so there is undoubtedly nothing that I can be of any help in. Many thanks for the information regarding resolution six, it was one of the things that did concern me a great deal and I was glad to see that the council acted upon it as we had suggested. As yet we have not been able to send the IBS a check to cover the dues but I would like to get that matter attended to in the very near future.

Received your rate cards a few days ago and will turn them over to the business manager, who willundoubtedly make good use of them. We have not reached that stage as yet but hope to in the very near future.

Have you been able to make any progress in-so-far as advertising goes? How are you making out there with your station? All of these things are of interest to us and we will be glad to use any advice you may have to offer in the securing of local ads.

In the event that there is any further information that you would like be sure to let me know. We will be gone on vacation from the 27th of this month until the 12th of April but I plan to be here for the last week of vacation, may get a chance to drop down there and see you for a few hours.

Sincerely,

Leonard S. Trester,
Station Manager, WAMF

WRSU
Radio Rutgers

RUTGERS UNIVERSITY • BOX 155 • NEW BRUNSWICK, N. J.

March 12, 1948

Leonard Trister
Amherst College
Amherst, Mass.

Dear Len,

Here's the rate card I promised you. How about a brief resume on your operations up there? I keep hearing about you occasionally.

Any ideas of national advertising or sponsors? We are getting a survey together to obtain info. for Avery-Knodel. Its results will give us a hint into future possible national advertising.

Don't forget, I'm ready to give you any aid possible.

Sincerely,
Chuck
Charles J. Brookwell Jr.
Station Manager

WRSU
Radio Rutgers

RUTGERS UNIVERSITY • BOX 155 • NEW BRUNSWICK, N. J.

March 26, 1948

Mr. Leonard Trester
Station Manager, WAMF
Amherst College
Amherst, Massachusetts

Dear Len:

I was pleased to receive your letter, finally. I had heard that the radio had gone through, but not having heard from you, I wondered.

Concerning progress in advertising, I am sorry to say that all my efforts so far seem to have been devoted to foundation work only. Several suggestions for accounts have been sent to New York, but a survey is being made up now on listening habits, but that is all.

The station here is going through labor pains trying to get ready for broadcasting soon after vacation. Our vacation is from the 27th of this month to the 5th of April, so we will be in school during the last week of your vacation. Why don't you follow through with your suggestion and come down to see us that week? Any time during day or night is okay. I am looking forward to having you see our station set-up.

Sincerely yours,

Charles J. Brookwell Jr.

Charles J. Brookwell, Jr.
Station Manager, WRSU

CJB:Fv

WAMF - AMHERST COLLEGE BROADCASTING SYSTEM - AMHERST COLLEGE

AMHERST, MASSACHUSSETS

April 13, 1948

Mr. Charles J. Brookwell, Jr.
WRSU - Radio Rutgers
Box 155 - Rutgers University
New Brunswick, N. J.

Dear Chuck,

Got your letter dated the 26th of March when I got back here after vacation. It was some time before I got time to answer the one previous letter from you and I shall do my best to see that it does not happen again.

Got the card a few days ago regarding the man you would like here as director of Polls, or some such similar title. The person we have put in charge of the job here has some experience in that line, his name is

Robert S. Treat
Theta Delta Chi
Amherst, Mass.

and he will handle all of the communication along that line.

You were correct about what you heard, we got the money from the college, $3,000 but it is a three year, non-interest bearing loan. For that reason you can see that we will be as eager, if not more so, than most of the other colleges in the System for National Advertising and will be as helpful as possible.

Likewise, we are in the midst of growing pains, and believe me they are painful. All of the actual broadcasting equipment is in the process of being built and we are in the first stages of organization. I was sorry that I did not get down to your station during the vacation, I will try to do so in the near future.

In the event that there is anything further that I can do for you or be of any help in the future do not hesitate to call on me.

Sincerely yours,

Leonard S. Trester
Station Manager, WAMF

CONSTITUTION OF THE STUDENT RADIO STATION OF THE MEN'S COLLEGES OF RUTGERS UNIVERSITY

ARTICLE I
Name

The name of the organization shall be "WRSU # Radio Rutgers."

ARTICLE II
Object

The object of the station shall be to broadcast radio programs to the living groups of the Men's and Women's Colleges of Rutgers University in the New Brunswick vicinity.

ARTICLE III
Membership

Any student of Rutgers University shall be eligible for membership on the staff.

ARTICLE IV
Radio Council

Sec. 1 There shall be a Radio Council which shall act as the Executive Committee of Radio Rutgers. The Council shall have complete jurisdiction over the affairs of the station. It shall enact such rules and regulations for the execution of the policies of the station as it deems necessary. A quorum consisting of 2/3 of the Council shall be necessary for the transaction of business.

Sec. 2 The Council shall consist of the following voting members: the Station Manager, the Business Director, a Studnet Council representative, an Assembly representative for the New Jersey College for Women, the vice-president of the Junior Class, and the vice-president of the Senior Class of the College for Women, and the Director of Public Relations or his representative who shall be the faculty advisor. One representative each from the offices of the Dean of Men and the Dean of Students at the College for Women shall be members without vote.

Sec. 3 In the event that any or all of the vice-presidents of the junior and senior classes of Rutgers and the New Jersey College for Women are members of the Radio Council by virtue of their positions on the station, the groups which they represent shall each elect another member to sit as student representatives on the Radio Council.

Sec. 4 The Council shall meet at the call of the President or at the request to the president of any member of the Council.

Sec. 5 The officers of this Counsil shall be a president, a secretary, and a treasurer.

1. The president of the Radio Council shall be elected by the memberso f the Council at the first possible opportunity after all the new members of the Council have been seated. The president shall be elected from the student membership of the Council.

2. The secretary shall be elected by the Council and from the student membership of the Council during the same meeting at which the president is elected.

3. The Business Director of the station shall be the t treasurer of the Radio Coundil

Sec. 6 The duties of the officers of the Council shall be:

1. The president shall preside at the meetings of the council and shall cast a vote regularly on all matters coming before the Council.

2. The secretary shall keep accurate minutes of all meetings of the Council and shall carry on and keep a record of all correspondence of the Council.

3. The treasurer shall be custodian of all funds of the station which shall be kept in the Rutgers Student Fund. He shall submit accurate financial reports to the Council and the Student Activities Board annually and at any other times the Council may direct.

ARTICLE V
Station Officers and Staff

Sec. 1 The Radio Council shall elect the Station Manager, a Technical Director, a Program Director, and the Business Director annually on a date to be specified by the Council.

1. The above named officers shall be elected by a two-thirds majority vote of the Council for a one year term of Office.

2. Nominations for the elective positions shall be made by the incumbent Station Manager at a meeting of the Council one week before the meeting at which the elections are scheduled. Additional nominations may be made by members of the Council.

3. The Council may remove the Station Manager or a Director by a two-thirds vote for dereliction of duty, misfeasance and/or malfeasance of office, incompetence, or any other just reason. Notice of impeachment proceedings must appear in two issues of the Targum before final action can be taken.

ARTICLE V, Sec. 1, part 3, cont.

3. of impeachment proceedings must appear in two issues of the Targum before final action can be taken.

Sec. 2. All other personnel shall be appointed by the department directors.

Sec. 3. The newly elected Station Manager and Directors shall assume complete direction of all business pertaining to the station immediately upon their election and shall comtinue their duties until the succeeding staff has been elected.

ARTICLE VI
Duties of the Station Officers

Sec. 1. The Station Manager shall be directly responsible to the Radio Council for the coordination and operation of all departments of the station.

Sec. 2. The Business Director shall be responsible for all financial, advertising, and publicity matters concerning the station.

Sec. 3. The Program Director shall be responsible for the production of and/or the supervision of all program material to be broadcast.

Sec. 4. The Technical Director shall be responsible for the construction, operation, and maintenance of all technical equipment of the station.

ARTICLE VII
Vacancies

Vacancies in any part of the organization shall be filled by the same process by shich those positions are filled originally for the duration of the unexpired term of office.

ARTICLE VIII
Finances

WRSU, Radio Rutgers, shall be financially supported by the sale of advertising time at rates agreed upon by the Radio Council and such allocation of funds from the Student Activities Board of the Men's Colleges as shall be authorized, and from rental of services.

WAMF - AMHERST COLLEGE BROADCASTING SYSTEM - WALKER HALL

Amherst, Massacusetts

April 15, 1948

Campus Radio Club
Smith College
Northampton, Mass.

Station Manager :

Some time ago a few of the girls from your organization came over at our organizational meeting. At that time they requested some information which we did not have, copies of the prosepctus we sent to the administration, final results on the poll we circulated and some other miscelaneous information. Just recently we finished all of this material which you will find enclosed plus the beginning of the Program and production Manual. If there is any further information that you would like please drop me a line.

I would like to get together with you at some future date to discuss the possibility of a future network including Smith, Amherst and Mt. Holyoke as I understand that you plan to begin construction on your station in the next year.

Sincerely,

Leonard S. Trester,
Station Manager

Sent: Routing Outline
Personnel Questionnaire
Prospectus
Tabulated Poll

May 27, 1948

Miss Louise Deitz
Franklin King House
Northampton, Mass.

Dear Louise,

Glad that you found the material I sent you of some use. In the future I shall send you all of the additional material that we run off here in the event that you can find some use for it.

Regarding the store that went out of business here in Amherst was the electrical Appliance Co. Last Saturday they had an auction and are no longer in business. However, I did check the latter part of last week to see if they had a wire recorder but they had sold the last one some time ago.

However, I hope that you know you get a 10% discount on all of the equipment you buy - in some cases the discount is higher. Because you are representing an educational institution you are given a discount - it depends upon the concern you are dealing with as to the size of the discount.

I am very much in favor of program exchanges. The early morning and late evening exchange is one we will do our best to work out.

If there is anything else I can do for you please let me know.

Sincerely,

Leonard S. Trester
Station Manager

May 22, 1948.

Dear Leonard,

Thank you very much for sending so much of your information. It is already a help and promises to be more as we develop. Your prospectus and Announcer's Handbook will serve as excellent guides for ours.

Would you please phone or send me the name and address of the Radio Store in Amherst which has gone out of business?

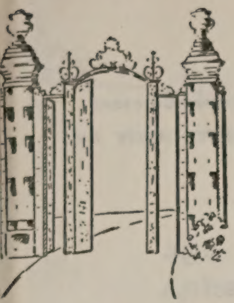
We are looking forward to some joint programs next winter, and thank you again for your time and interest.

(If we wake you up in the morning, will you send us off to sleep?)

Sincerely,

Louise Dietz

Executive Secretary of the
Smith College Radio Stati



WCSR **Smith College**
10 Prospect St., Northampton, Mass.

Chapin House
Smith College
Northampton, Mass.
October 8, 1948.

Leonard Trester
WAMH
Amherst College
Amherst, Mass.

Dear Sir:

The purpose of this letter is to announce the opening of WCSR, the new student-run Radio Station of Smith College.

We are interested in mutual co-operation in the fields of publicity, technical work, advertising, and production. The exchange of scripts and live as well as recorded programs would also be appreciated.

Please feel free to visit our Station at any time. We are looking forward to hearing from you, and we thank you in advance for your assistance.

Very truly yours,

Louise Deitz
Louise Deitz
Executive Secretary

Barbara Ungerleider
Barbara Ungerleider
Station Manager

We are looking forward to your

good suggestions and [illegible], and thank

you again for your time and interest.

[illegible] you [illegible]

[illegible]

YALE BROADCASTING COMPANY
WYBC
RADIO BUILDING
193 YORK STREET
ADDRESS MAIL TO YALE STATION
NEW HAVEN, CONN.
TELEPHONE 7-3131
EXTENSION 459

October 19th, 1946

404 Pratt Dorm
Amherst College
Amherst, Mass.

Dear Trester,

By this time you have no doubt heard from Biehl Clarke, who answered your letter. We hope that you have a vague idea as to how we operate from his reply; the following is just to answer the specific questions that you asked.

It is not necessary to have commercial, licensed technicians on duty, nor to have any regulation as to power, hours of broadcasting, playing of records, paying of taxes, rebroadcasting of programs, or censorship of scripts or shows if you abide by the FCC conditions outlined below.

Your transmitting apparatus must not produce a field strength more than 15 microvolts per meter at a distance of 157,000/f feet. We achieve complete coverage of all the buildings on the Yale campus under this limitation of transmission by maintaining a plexus of wires leading into all the buildings from a centrally located transmitter. This system is explained in the enclosed pamphlet which we prepared from information given us by the Technical Director.

As Clarke told you, we are an undergraduate organization, run exclusively by students in the college, and operating under the supervision of the Dean of Undergraduate Activities. We have regular hours of broadcasting, from 7 until 9 AM, and from 5 until 12 PM. We often find it amusing and even beneficial to run"irregularly" at other hours. We sell advertising in the form of commercial spot features and in programs of various lengths sponsored by advertisers who may not have more than one commercial every 15 minutes. Our rates are the same as those used by other members of the Intercollegiate Broadcasting System.

Station members are chosen after a rigorous "heeling" competition, and only a limited number are admitted each term. The station is run by a seven-man Executive Committee, headed by the Chairman of the Board who, with the other officers,is elected annually from the Junior members on the board. Legally we are a company, and are sueable under the law.

As soon as it is printed I will send you a pamphlet we are preparing that gives the story of the history, operation, status, and plans of WYBC in detail. I hope to hear from you before then, however, and am looking forward to seeing you here at Yale whenever you can make it down. Good luck with your station, and don't hesitate to call on us for any help that we can give.

Sincerely,
Tom Stroock
Public Relations Director, WYBC

UNIVERSITY OF DENVER
(COLORADO SEMINARY)
DENVER 10, COLORADO

March 6, 1948

Mr. Arch Taylor
Program Manager
Amherst College Broadcasting System
Amherst, Mass.

Dear Mr. Taylor:

I was very glad to receive your letter concerning the work you were doing at Amherst. I had already read quite a lengthy epistle which you had written home concerning the origins of this activity and I was very much interested in the development of it which you described in your recent letter.

Before going further, would you give my good friend, Bud Hewlett, my best regards. He is a topflight person and we were all sorry to see him leave the University of Denver for Amherst.

Now, as to any help which I might be able to give you in regard to your own station. For the moment at least, let's be honest, and let me admit that I am sorely puzzled as to just how our own station should be run. I feel that I am the last person in the world who should be turned to for such advice.

I think, however, there are a few guiding principles that hold true in any type of operation, non-commercial, commercial, or otherwise. First, operate within your budget. I mean by that far more than your financial budget. Ordinarily those in such IBS operations work for the love of it except for a few key positions. Too many times that means that unless you are very careful you will find students, enamoured with radio, working far beyond any reasonable hours per week, to the detriment of their school work and health and their long-range interests in radio. I wouldn't operate beyond a schedule that my student staff could comfortably, easily, and effectively program.

Second, remember that the most important person in the world to you is the person in front of the receiver. That means he must be constantly analyzed, questioned, probed, and otherwise discovered. Your audience, of course, will be (I should imagine) most exclusively Amherst students. How much do they differ from the usual mass audience? Your questionnaire in that regard is very good. Remember, though, that minority interests often tend to present solid fronts in such matters and that questionnaires, unless very comprehensive or scientifically designed, may tend to present minority points of view.

You indicate that there is poor normal radio reception in your area so perhaps your competition for listners will not be as strong as is the average stations. Nevertheless, you do have the problem of securing and maintaining audiences, particularly if you decide to go commercial.

Third, make your station an Amherst institution. Local news. Local personalities. Local events. Local talent. That nearness to your audience is the one place that you have networks and other stations by the short hair. Don't neglect it.

Fourth, if you go commercial go that way realistically. Don't set up a charity institution. You know (or you should learn) about what it costs an advertiser to deliver a radio message. Figure your rate card on that basis. The rates that are charged by some student stations would curl your hair in terms of their commercial value. If you charge more than the time is actually worth, you are simply appealing to the charitable impulses of the local merchants. Very roughly, you should deliver a commercial message to a guaranteed audience of 600 people for one dollar.. What, in those terms, should your commercial rate be?

I really had not intended to write a tome. I hope some of the ideas will do you some good. I am sure you will get some good ones from Jack Weir Lewis. Thanks very much for the questionnaire. I am sending it on to our student manager of IBS.

Sincerely,

R Russell Porter

R. RUSSELL PORTER
COORDINATOR OF RADIO

RRP:mp

THE AMHERST COLLEGE BROADCASTING SYSTEM
AMHERST, MASSACHUSETTS

February 29, 1948

Mr. R. Russel Porter
Coordinator of Radio
University of Denver
Denver 10, Colorado

Dear Mr. Porter:

Upon the suggestion of our mutual friend Bud Hewlett (who just a minute ago departed for a well-earned week's vacation and skiing, and who sends you his best wishes) I'm writing to you in the hope that you'll be able to lend us some much needed assistance.

Our recently formed organization is at present engaging in an intensive training program preparatory to going on the air in late April, via the direct-wire transmission system which, as I understand, is also being employed at D.U. With both the spiritual and financial backing of the trustees of the college, plus a unique radio need created by lack of good local reception, we feel that our project should be a success. Though beginning on a relatively modest scale, we are aware of the unlimited possibilities of radio in this vicinity and hope that someday the Amherst station will be able to expand into a four college network, linking us with the nearby University of Mass., Smith, and Mt. Holyoke,or become a standard broadcast station sponsored jointly by these four institutions, or serve as the center of a regional council or workshop.

Since Amherst offers no courses connected in any way with radio and since only a handful of us have had any past radio experience, our most immediate need is for aid in the forming of braodcasting procedures and in the training of studio personnel. Since I know of the extensive radio activities at D.U., I've hoped that you might be able to lend us a hand. We'd appreciate any aid that you might be able to offer, in the form of manuals, handbooks, program suggestions, procedure outlines, file scripts, reference lists, or any other pertinent material that would be useful for training people in announcing writing, and production.

I noted that you were listed in the January IBS bulletin as a Trial Member, along with Amherst. It might interest you to know that our station manager attended the IBS conference in New York last week and that after a careful consideration of the System's recent difficulties and plans for the future, we have decided that a definite affiliation with IBS may prove both beneficial for our own station and for the System as a whole. Since the success of the System depends in a large part upon the cooperation of the member stations, we're planning to do everything in our power

to aid other trial stations in getting started. Enclosed is a copy of our first poll (being conducted by personal interview and reaching about 500 students, nearly half of the student body) which we recently sent out to many of the other trial stations in this vicinity. In the near future we're going to mimeograph copies of the detailed report submitted last month to the Board of Trustees, in the possibility that its suggestions will prove helpful to other college radio groups in their efforts to secure financial backing.

I've sent a similar request for aid to my friend Jack Lewis, with whom I once did shows at the Council in my younger Denver days. I'm hoping that between your department and Jack we'll be able to secure some of the assistance we need so badly.

We'll be most grateful for your attention and consideration.

Sincerely,

Arch Taylor
Program Manager
AMHERST COLLEGE BROADCASTING SYSTEM
Amherst, Mass.

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We'll be most grateful for your attention and consideration.

Sincerely,

Arch Taylor
Program Manager
AMHERST COLLEGE BROADCASTING SYSTEM
Amherst, Mass.

ord, Mass.

Tufts College, Mass.
19 March 1948

Leonard S. Trester
Station Manager
Amherst College Broadcasting System
Amherst College, Mass.

Dear Mr. Trester:

Your letter with enclosed questionnaire has finally come to my attention and I hasten to acknowledge its receipt.

On behalf of the Tufts Committee for the Establishment of the "JUMBO NETWORK" I assure you that we are much obliged to ACBS for this communication. A similar poll will have to be undertaken here and in all probability the committee will contact you for further details, in accordance with your offer.

The project at Tufts is still in the final-plan stage and administration action is expected before the end of this term. If favorable, actual physical installation should start soon thereafter. There is a great deal of interest in the station here, but we have found that the resolving of the many problems takes much time and preliminary work. We all look forward to the day when the network is in operation and we may participate with other colleges in program exchanges.

You and your staff are to be congratulated on the scope and purpose of the poll; best wishes to you all for many hours of successful broadcasting.

Sincerely yours,

James R. Strawbridge

WAMF - AMHERST COLLEGE BROADCASTING SYSTEM - WALKER HALL
AMHERST, MASSACHUSETTS

April 15, 1948

Radio Committee
Tufts College
Medford, Mass.

Gentlemen:

Some time ago I redeived a letter telling of your efforts toward starting a campus 'wired wireless' radio station. At that time we did not have the enclosed material on hand, just finished running it off a few days ago. The enclosed copy of the prospectus is the one we submitted to the Board of Trustees to obtain permission for the installation of the station, it also was of great help in obtaining a $3,000 loan from the Board.

In the event there is anything further that we can do to help you in establishing your station please feel free to call upon us.

Sincerely yours,

Leonard S. Trester
Station Manager

Graceland College
LAMONI, IOWA

March 12, 1948

Student Manager
Radio Station WAMC
Amherst College
Amherst, Massachusetts

Dear Sir:

A group of students and faculty members here are conducting a program of research with the idea in view of setting up a campus radio station. We understand you have a successful radio station there. We feel sure you could be of great assistance in supplying us with information gained from your experience in establishing your station.

We know you are busy, since campus radio stations take time, so we've tried to make your answer as easy as possible by preparing the enclosed questionnaire. Your assistance will be greatly appreciated.

Yours sincerely,

Glen Cargyle

Glen Cargyle
For the Committee on
Campus Radio Station
Research

GC:PH

Encl.

Answered 3/12/48

~~To~~ be sent: 4/15/48
Copy of prospectus
" " poll results

AMHERST COLLEGE BROADCASTING SYSTEM - WALKER HALL
AMHERST, MASSACHUSETTS

APRIL 15, 1948

Mr. Glen Cargyle
Campus Radio Station
Graceland College
Lamoni, Iowa

Dear Mr. Cargyle,

When answering your last letter on March 12 I said that at such time when we completed running off copies of our prospectus and had the poll results tabulated that I would send them on - at long last we have finished the job and here are the results.

Since I have no idea how you are coming with your project there at Graceland College I will enclose the beginning pages of our Production and Programing Manual which the department here is putting together. This will be a long process of completing all of the various handbooks necessary for the radio station but if you would like the finished copies sent along from time to time just dope me a line.

I am not sure whether or not I told you about the Intercollegiate Broadcasting System in my last letter - they have been formed by the member stations of campus station and act as a clearing house for information and also are, we hope, going to be instrumental in obtaining National Advertising for those of us who are members. They can be of great help to you in the formation of a campus radio station and have a wealth of material that we neither have or could possibly duplicate. I would suggest that you get in touch with them aththe following address:

Intercollegiate Broadcasting System
WKCR - Hamilton Annex
Columbia University
New York City

In the event that there is anything further that I can do for you or any additional information that you would like please feel free to call upon me.

Very truly yours,

Leonard S. Trester
Station Manager

t: Prospectus
Routing Manual

STEPHENS COLLEGE
COLUMBIA, MISSOURI

May 8, 1948

Mr. Leonard
Radio Stat
Amherst C

STEPHENS COLLEGE
COLUMBIA, MISSOURI

April 20, 1948

Director
Campus Radio Station
Amherst College
Amherst, Massachusetts

Dear Sir:

Kindly write the name of the Director of the campus radio station and the call letters on the enclosed card and mail it to me.

Thank you for your help.

Sincerely yours,

Hale Aarnes

Hale Aarnes, Chairman
Radio Education Department

HA:mbt

Mr. Leonard S. Trester, Station Manager
Radio Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Trester:

Enclosed are two copies of a questionnaire which will serve as part of the basis for a doctoral dissertation. Will you kindly complete one of the questionnaires and return it in the enclosed envelope? I thought you would want the other copy for your files.

George Abraham, Chairman, Intercollegiate Broadcasting System, has endorsed this project. It is our hope that the results will be of value to the constantly growing group of schools, colleges, and universities which are interested in entering the broadcasting field.

The information will, of course, be held confidential and you will be supplied with a copy of the results.

You will note that some of the questions apply to commercial stations. These questions apply to IBS stations which are commercial and to those other college and university owned and operated stations which are commercial.

The terms "Faculty Member" and "Staff Member" are used to differentiate between teaching members of the institutional staff and non-teaching members.

I will appreciate it if you will give this questionnaire your attention at an early date. Thanks for your kindness in helping me.

Cordially yours,

Hale Aarnes

Hale Aarnes, Chairman
Radio Education Department

HA:mbt

answered
5/12/48

INFORMATION BLANK CONCERNING
THE ORGANIZATION AND ADMINISTRATION OF SCHOOL, COLLEGE, AND UNIVERSITY OWNED AND OPERATED RADIO STATIONS.

PART ONE: LEGAL AND FINANCIAL CONTROL

1. **Type of radio operation?** (Check the answers in the blanks at the left of the question.)

( ) AM.
( ) FM.
( ) Television.
( ) Wired-wireless.

2. **Legal owners of the station?** --

3. **Operation time?** (Check the answers in the blanks at the left of the questions.)

( ) Total hours per day?
( ) Total days per week?

4. **State the amount of income from each of the following sources:** (Item "d" will apply only to stations with commercial licenses and to certain IBS stations.)

a. State, institutional, or school, appropriations .... $----------
b. Recording income .... $----------
c. Rental of facilities .... $----------
d. Sale of time .... $----------
e. Other sources .... $----------

5. **State the total amount of the station's expenditure budget for the twelve months' period that made up your 1946-47 financial year.** .... $----------

6. **State the amount of the station's expenditure budget which was spent on each of the following items:** ("Selling Expense" will apply only to those stations with commercial licenses and to certain IBS stations.)

a. General and Administrative Expense .... $----------
b. Program Expense .... $----------
c. Promotion Expense .... $----------
d. Selling Expense .... $----------
e. Technical Expense .... $----------
f. Other Expense .... $----------

7. **Check the method, or methods, used to pay for faculty participation in station programs.**

( ) From the station budget.
( ) Indirectly, not from the station budget, but by allowances on teaching load.
( ) Assigned by other Departments or Agencies of the school, college, or university, from duties other than teaching.
( ) Entirely unpaid.
( ) Other methods.

PART TWO: ADMINISTRATIVE CONTROLS

1. **By filling in the appropriate blanks describe the status of the institutional officer specifically in charge of the radio station:**

a. Title .... ----------
b. Faculty member .... ----------
c. State rank, if faculty member .... ----------
d. Staff member .... ----------
e. Full-time assignment .... ----------
f. Part-time assignment .... ----------

2. **State the name of the Department, Division, School, or College to which the institutional officer specifically in charge of the radio station is assigned.**

----

3. **Give the title of the administrator who heads the Department, Division, School, or College to which the radio executive is assigned.**

----

4. **The basic objectives of station policy are formulated by:** (Check the blanks which indicate the procedure followed in your station.)

( ) Decision of the Board of Control, Board of Curators, Board of Regents, or Board of Education.
( ) Decision of the President, Superintendent, or other chief executive officer who was appointed by the Board of Control as its chief administrator.
( ) Decision of the Head of the Department, Division, School, or College under whose jurisdiction the station operates.
( ) Decision of the school, college, or university Radio Committee.
( ) Decision of the institutional officer specifically charged with the administration of the radio station.
( ) Decision based on factors including the opinions of station staff members.
( ) Other methods.

5. **List the station's primary educational objectives:**

PART THREE: STATION ORGANIZATION AND ADMINISTRATION

1. **Describe the size of the station staff by writing the number of persons in each category in the blanks at the left of the following statements:**

( ) Faculty members, full-time.
( ) Faculty members, part-time.
( ) Staff members, full-time.
( ) Staff members, part-time.
( ) Students receiving pay for part-time.
( ) Students, non-paid, working on class assignments.
( ) Students, non-paid, working on extra-curricular assignments.
( ) Students, non-paid, working on campus station assignments.
( ) Advisory personnel, paid, part-time.
( ) Others.

2. **Key for answering Question # 2**

The following letters represent personnel classification:

a. **Faculty members, full-time.**
b. **Faculty members, part-time.**
c. **Staff members, full-time.**
d. **Staff members, part-time.**
e. **Students, paid assistants.**
f. **Students, unpaid assistants.**
g. **Others.**

Describe your staff organization by placing, from above, the correct letters representing personnel classification, in the blanks at the left of those Departments which function in your station. (You may need more than one letter to describe the personnel situation in the various Departments. This will indicate the **classification of personnel in each** Department, it will not describe the number in each Department.)

( ) Advertising Department.
( ) Audience Promotion Department.
( ) Continuity Acceptance Department.
( ) Continuity Department, Commercial Copy.
( ) Continuity Department, Dramatic and Music Copy.
( ) Engineering Department.
( ) Mail, File, and Mimeograph Department.
( ) Music Department.
( ) News and Special Events Department.
( ) Personnel Department.
( ) Program Department (Including Agriculture and Home Economics).
( ) Program Development Department.
( ) Production Department.
( ) Promotion Department.
( ) Public Relations Department.
( ) Public Service Department.
( ) Research Department.
( ) Sales Department.
( ) Secretarial Department.
( ) Sound Effects Department.
( ) Sports Department.
( ) Supervision of Announcing.
( ) Traffic Department.
( ) Other Departments.

3. **The following records are kept relative to station operation:** (Check the blanks at the left of the statements which apply to your station.)

( ) Annual reports to the administrative head of the school, college or university.
( ) Program logs.
( ) Reports of annual inventory.
( ) Reports of conferences with the Head of the Department, Division, School, or College under whose administrative jurisdiction the station operates.
( ) Reports of program supervision.
( ) Reports of station staff meetings.
( ) Reports of technical staff.
( ) Reports to the Board of Control, Board of Regents, Board of Curators, or Board of Education.
( ) Reports required by the Federal Communications Commission.
( ) Reports to the Federal Collector of Internal Revenue.
( ) Reports to the Radio Committee of the school, college, or university.
( ) Other records.

ART FOUR: ORGANIZATION AND ADMINISTRATION OF PROGRAMMING

. State the title of the individual, or committee, or agency, or combination of these which determines:

(a) The type of programs being broadcast.

(b) The actual content of the programs being broadcast.

. In the blanks at the left of the various program types, indicate the number of fifteen-minute programs devoted weekly to each of the following types:

( ) Agriculture.
( ) Audience Participation.
( ) Broadcasts specifically for classroom use.
( ) Children's Programs not specifically for classroom use.
( ) Drama.
( ) Documentaries.
( ) Forums.
( ) Music, classical and semi-classical.
( ) Music, popular.
( ) News.
( ) Religion.
( ) Special Events.
( ) Sports.
( ) Talks.
( ) Variety.
( ) Weather.
( ) Others.

. How many fifteen minute periods per week are devoted to the following specific school areas: (Indicate the number in the blanks at the left of those school areas which are served by your station.)

( ) Elementary school.
( ) Junior high school.
( ) Senior high school.
( ) Junior college.
( ) Senior college.
( ) Professional school.
( ) Extension.
( ) In-service training of teachers.
( ) Teachers' meetings.
( ) Adult education as general education.
( ) Adult education as vocational education.
( ) Other school areas.

. (a) List the programs which were removed from your program schedule during the last year because they did not measure up to the program standards of your station.

(b) State the title of the individual, or committee, or agency, or combination of these which made the decision to remove these programs from the program schedule of the station.

5. List the subject matter fields in which, this year, credit is being given for course work taken by radio. List the number of students enrolled, this year, in each of these courses.

(Courses.) (Number of students.)

. Does your station exchange programs with other stations?
( ) Yes.
( ) No.

. Is program exchange a regular part of the programming operation of your station?
( ) Yes.
( ) No.

. Is program exchange an intermittent and relatively unplanned part of the programming activity of your station?
( ) Yes.
( ) No.

. What types of programs are now contemplated but not currently scheduled because of:

(a) Limitations due to lack of personnel?

(b) Limitations due to lack of equipment?

(c) Limitations due to lack of funds?

PART FIVE: PERSONNEL POLICIES

1. What are the qualifications upon which non-student employees are selected? (Check the blanks at the left of those statements which apply.)
   - ( ) Education, less than college degree.
   - ( ) Education, bachelor's degree.
   - ( ) Education, graduate work.
   - ( ) Specialized training in radio.
   - ( ) Radio experience.
   - ( ) Personality and character factors.
   - ( ) Secretarial skill.
   - ( ) Other standards.

2. The following employment conditions are operative: (Check the blanks at the left of those statements which apply.)
   - ( ) There is a salary schedule.
   - ( ) There is no provision for salary increases.
   - ( ) Salary increases are granted automatically.
   - ( ) Employees are protected through tenure.
   - ( ) Employees are protected through a retirement plan.
   - ( ) Employees are granted sick leave.
   - ( ) Employees are given a yearly vacation with pay.
   - ( ) Employees are given sabbatical leave.
   - ( ) There is no definite starting salary; the starting salary is based on individual bargaining.
   - ( ) The hours of work per week are definitely stated and rigidly followed.
   - ( ) Other employment conditions.

3. List the conditions which determine for station personnel:
   (a) Continued employment.
   ____
   ____

   (b) Salary advancement.
   ____
   ____

   (c) Advancement in rank.
   ____
   ____

PART SIX: PROMOTION POLICIES AND AUDIENCE MEASUREMENT

1. State the title of the individual, or committee, or agency, or combination of these which determines the station's promotional policies. ______________________________

2. State the title of the individual, or committee, or agency, or combination of these which has charge of the station's promotional activities. ______________________________

3. Audience promotion activities include the following: (Check the blanks at the left of those statements which are indicative of the activities of your station.)
   - ( ) Advertising over commercial radio stations.
   - ( ) Advertising over your radio station.
   - ( ) Billboard and display advertising.
   - ( ) Furnishing copies of talks.
   - ( ) Furnishing free bulletins.
   - ( ) Inviting listeners to conference with school, college, or university faculty and staff members.
   - ( ) Magazine advertising.
   - ( ) Making activity assignments.
   - ( ) Making reading assignments.
   - ( ) Newspaper advertising.
   - ( ) Making supplementary materials available to teachers and to other groups.
   - ( ) Publication of a program log.
   - ( ) Prizes.
   - ( ) Soliciting questions from the radio audience.
   - ( ) Speakers appearing before audiences in the coverage area.
   - ( ) Use of the magazine of the school, college, or university.
   - ( ) Use of the newspaper of the school, college, or university.
   - ( ) Use of the publications of the alumni organizations.
   - ( ) Use of the publications of "special interest groups."
   - ( ) Use of the regular bulletins of the school, college, or university.
   - ( ) Use of special promotional literature regarding certain programs.
   - ( ) Other promotion methods.

4. How many names are on your station's mailing list? ______________________________

5. Which of the following audience measurement devices are used:
   - ( ) Diary method.
   - ( ) Electrical device attached to the listener's radio.
   - ( ) Personal interview survey.
   - ( ) Post card survey.
   - ( ) Telephone survey.
   - ( ) Other methods.

6. How frequently is audience size measured? ______________________________

TUFTS COLLEGE RADIO STATION COMMITTEE

Box 59
Tufts College
Medford 53, Mass.

June 3, 1948

WAMF
Walker Hall
Amherst, Mass.

Gentlemen:

We have had your prospectus and survey results for some time. They have proved to be of interest and assistance to the Committee.

This Spring we submitted to our Board of Trustees a report estimating the cost of first-rate studios, a-f and r-f facilities for the Tufts campus at $11,000. Our report was accepted, but consideration of an appropriation has been tabled by the Trustees until Fall.

Thank you again for the material you sent us.

Sincerely yours,

Eric Alliot, Jr.

Eric Alliot, Jr.
Chairman.

WBAA BASIC PROGRAM SCHEDULE

920 on your dial

"The Voice of Purdue"

Effective January 26, 1948

5000 Watts

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	
9:30	Preview Parade	Preview Parade	Preview Parade	Preview Parade	Preview Parade	Preview Parade	9:30
9:39	Airway Report	Airway Report	Airway Report	Airway Report	Airway Report	Airway Report	9:39
9:40	Midmorning Edition	Midmorning Edition	Midmorning Edition	Midmorning Edition	Midmorning Edition	Midmorning Edition	9:40
10:00	Listen While You Work	Listen While You Work	Listen While You Work	Listen While You Work	Listen While You Work	Listen While You Work	10:00
10:30	American History in Song*	History Highlights*	Adventures in Research	News of the Week*	Biology Backgrounds*	High School Guest	10:30
10:45	March Time	March Time	March Time	March Time	March Time	High School Guest	10:45
11:00	Church in Wildwood	Church in Wildwood	Church in Wildwood	Church in Wildwood	Church in Wildwood	Church in Wildwood	11:00
11:15	Mathematics School*	Home Ec. Supplements*	Agricultural School*	Citizens Speak*	Excursions in Science	Morning Concert	11:15
11:30	Moment Musicale	Moment Musicale	Moment Musicale	Citizens Speak*	Moment Musicale	Morning Concert	11:30
11:40	Purdue News	Purdue News	Purdue News	Purdue News	Purdue News	Morning Concert	11:40
11:45	Noontime News	Noontime News	Noontime News	Noontime News	Noontime News	Noontime News	11:45
12:00	Farm Forum	Farm Forum	Farm Forum	Farm Forum	Farm Forum	Farm Forum	12:00
12:30	Meet the Band	Meet the Band	Meet the Band	Meet the Band	Meet the Band	Meet the Band	12:30
1:00	Homemaker's Club	Homemaker's Club	Homemaker's Club	Homemaker's Club	Homemaker's Club	Meet the Band	1:00
1:30	Lady Storyteller*	Kiddies Time*	Exploring Music*	Let's Find Out*	Your Indiana*	Radio Stage	1:30
1:45	Listen to Liebert	Listen to Liebert	Listen to Liebert	Listen to Liebert	Listen to Liebert	Radio Stage	1:45
2:00	News	News	News	News	News	Girl Scout Program	2:00
2:05	Symphony Hour	Symphony Hour	Symphony Hour	Symphony Hour	Symphony Hour	Girl Scout Program	2:05
2:15	Symphony Hour	Symphony Hour	Symphony Hour	Symphony Hour	Symphony Hour	Symphony Hour	2:15
3:15	Symphony Hour	Symphony Hour	Symphony Hour	Symphony Hour	Symphony Hour	Student Concert	3:15
3:30	920 Club	Your P. T. A. Program	Church Service	Songs by Brian Quinn	Air Travel Club	World Service	3:30
3:45	Research Report	David Felton	Church Service	Health Report	Parade of Business	Rendezvous in Paris	3:45
4:00	News	News	News	News	News	News	4:00
4:05	Tea Time Tunes	Tea Time Tunes	Tea Time Tunes	Tea Time Tunes	Tea Time Tunes	Tea Time Tunes	4:05
4:45	Bulletin Board	Bulletin Board	Bulletin Board	Bulletin Board	Bulletin Board	Bulletin Board	4:45
5:00	Storyland Special	Storyland Special	Storyland Special	Storyland Special	Storyland Special	Music Hall Varieties	5:00
5:30	Sportsman	Sportsman	Sportsman	Sportsman	Sportsman	Sportsman	5:30
5:45	News of the World	News of the World	News of the World	News of the World	News of the World	News of the World	5:45
6:00	A Minute of Prayer	A Minute of Prayer	A Minute of Prayer	A Minute of Prayer	A Minute of Prayer	A Minute of Prayer	6:00
6:01	Dinner Hour	Dinner Hour	Dinner Hour	Dinner Hour	Dinner Hour	Dinner Hour	6:01
7:00	Voice of Army	Farm Hour	London Forum	Purdue Forum	Best of 48	Dinner Hour	7:00
7:15	Folk Music of France	Farm Hour	London Forum	Purdue Forum	Hour of St. Francis	Dinner Hour	7:15
7:30	Navy Show	Farm Hour	Boy Scout Journal	Here's to Veterans	Guest Star	Dinner Hour	7:30
7:45	Science News	Farm Hour	Journeys Behind News	Eyes on the Ball	Proudly We Hail	Dinner Hour	7:45
8:00	Music You Want	Music You Want	Music You Want	Music You Want	Music You Want	News	8:00
8:30	High Adventure	Collegiate Quiz	Encore Theater	Following Congress	Evening Concert	Let's Dance (8:05)	8:30
9:00	Gems of New Jazz	U. of C. Roundtable	Gems of Old Jazz	Family Theater	Meet the Press	Let's Dance	9:00
9:30	Campus Spotlight	Freedom's Forge	Norman Cloutier	Pete Smith, Songs	Constant Invader	Let's Dance	9:30
9:45	News	News	News	News	News	News	9:45
10:00	Sign Off	Sign Off	Sign Off	Sign Off	Sign Off	Sign Off	10:00

Supplement to Purdue News, Vol. 18, No. 8

FACTS ABOUT WBAA — THE VOICE OF PURDUE

HISTORY

The radio activities at Purdue University date back to 1910, when experimental work was undertaken by the School of Electrical Engineering. In 1919 the code radio station 9YB was licensed. On April 4, 1922, the original license of WBAA was granted. Numerous changes in both power and frequencies through the years eventually resulted in WBAA getting its present excellent spot on the dial. WBAA now operates on unlimited time with a power of 5000 watts in the daytime and 1000 watts at night. WBAA is on the air 12½ hours daily from Monday through Saturday, and its strong signal is heard by residents in all parts of the state.

FACILITIES

WBAA's main studios are now in the magnificent Hall of Music near the center of the main campus. Three modern studios surround the central control room, with offices and work rooms around them. This studio layout, which was new in 1941, is already proving inadequate. Plans are now under way for modernization and addition which will, when completed, allow WBAA to take another step forward.

The main transmitter of WBAA is six miles south of Lafayette just off State Highway 43. A Collins 21-A, 5000-watt transmitter is housed in a modern building complete with emergency power supply and provisions for an emergency studio. Three towers 256 feet tall make up the three-tower array which is the jumping-off point for the signal of "The Voice of Purdue."

Most of WBAA's equipment was designed and built by Ralph Townsley, chief engineer.

STAFF

The full-time staff of WBAA now numbers sixteen. Twenty students are employed part-time, and over 200 students are used on an extracurricular basis. This staff, under the direction of Jim Miles, Manager, makes adequate use of the facilities mentioned above plus the cooperation and services mentioned below to produce the programs listed in the next column. Over 200 programs per week is the average production load.

COOPERATION

WBAA as a department of the University calls on all other departments of the University for factual assistance. Among departments cooperating are Agriculture, Home Economics, Mathematics, Biology, Athletics, Speech, and Engineering. Without the material thus supplied, WBAA would be hard pressed to continue production of uniformly good educational and entertainment programs.

SERVICES

MUSIC. WBAA's record library now boasts of over 20,000 selections of all types from light popular dance tunes to the greatest symphonies. These are used to present nearly 50 hours of good music each week. Adequately filed and card cataloged, the record library maintained by WBAA is undoubtedly the greatest in the area. Mrs. Jo Haniford is the Music Supervisor and Ruth Walker is Music Librarian.

NEWS. The United Press Radio News teletype brings the latest news to the WBAA News Room 24 hours a day. This supplies accurate news coverage from the world's capitals, cities, and farms. In addition WBAA is the only daily source of complete news from Purdue University.

POLICY

WBAA is wholly owned and non-commercially operated Purdue University as an educational force for the people the State of Indiana. Educational, informational, and ente tainment programs are always available at the most convenie times for the listening public.

PROGRAMS

EDUCATIONAL. The Purdue University School of the A represents the formal organization of educational progra aimed directly at the classroom. This service of the Un versity to Indiana schools offers a variety of information music appreciation, public issues, agriculture, mathematic conservation, history, and biology. Mail reports show th the School of the Air, now in its fourth year, is being used over 330 schools, with nearly 75,000 pupils listening i Teacher's manuals describing the daily programs in detail ar offering some teaching helps for each program are distribut free to all teachers requesting them. John Henderson is th Educational Supervisor; Mrs. Carole Carlson and Miss Ed Gray are assistants.

MUSIC. WBAA believes in a balanced musical menu. Th best classical music is heard on the "Symphony Hour" at 2: p.m., the "Dinner Hour" at 6:00 p.m., and "Music You Want at 8:00 p.m. The newest popular recordings are presented "Meet the Band" at 12:30 p.m. and "Tea Time Tunes" 4:05 p.m. These programs are augmented by "March Time at 10:45 a.m., "Church in the Wildwood" at 11:00 a.m "Dick Liebert" at 1:45 p.m., and many others.

SPORTS. WBAA always broadcasts on-the-spot reports Purdue's major sports activities. Through the cooperation the Athletic Department, all the Purdue football and basketba games, wherever played, are broadcast by WBAA's sports an nouncer, John DeCamp, directly from the scene of action.

AGRICULTURE. A complete coverage of all agriculture the constant aim of the WBAA Farm Department. The "Far Forum," long heard from 12:00-12:30 noon each weekda is complete with daily interviews with Purdue agricultur specialists, weather, markets, local and national farm new Harold Schmitz, WBAA Farm Editor, handles the "Far Forum." The students of the School of Agriculture prese their own hour-long farm show, the "Farm Hour," every Tue day evening at 7:00 p.m.

HOME ECONOMICS. Rosemary Hostetler, WBAA hom economist, plans two daily programs. "Listen While Y Work," 10:00-10:30 a.m., is on the lighter side, with popul music and light banter. On the "Homemakers Club" at 1:0 1:30 p.m. Rosemary talks to an authority on some hom economics subject. The students of the School of Hom Economics help present the "Farm Hour" each Tuesday.

NEWS. World news is heard at 9:45 and 11:45 a.m., 2:0 4:00, 5:45, and 9:45 p.m. daily. Sports news at 9:40 a. and 5:30 p.m. Home Economics news at 10:00 a.m. ar 1:00 p.m. Agriculture news at 12:00 noon. Purdue news 11:40 a.m. Other special types of news are heard at regul times each week.

STUDENTS. Nearly 200 students lend their time an talent to assist the staff in preparing and airing many WBAA's programs. Better students prepare and produce the own shows such as "Wheels Up," the "Farm Hour," "Boy Scou Radio Journal," "920 Club," "Radio Stage," and "From Fre dom's Forge." Upon graduation a number of the bett students find employment in commercial radio stations.

30 KC-1000 WATTS
00.3 MC - 3200 WATTS

REGIONAL BROADCASTING COMPANY

WACE WACE-FM

326 CHICOPEE ST., CHICOPEE, MASS.
HOTEL WORTHY, SPRINGFIELD, MASS.

AYES, PRESIDENT
BEGLEY, TREASURER
J. ROBINSON, GEN. MANAGER

TELEPHONE
SPRINGFIELD 6-1323
CHICOPEE 2330

Amherst College
Amherst, Mass.

Attention: Farm or Agriculture Director

Dear Sir:

We are in the process of joining a tri-state network of radio stations with prime interest in the Rural sections with 18 hours a day of fine Rural programming.

We would appreciate the opportunity to talk with you regarding possible college cooperation in this regard. We feel that colleges should participate in this sort of planning. We would be very happy to work out the details with you at your convenience.

I am enclosing a folder telling the work and plans of the Rural Radio Network which will include WACE-FM in the very near future.

May I hear from you regarding your views on this subject.

Cordially,

REGIONAL BROADCASTING CO.

Ralph J. Robinson,/r
Exec. V.P. & Gen. Mgr.

Ace voice of Western Massachusetts

50 WATTS ☆ UNLIMITED TIME ☆ OFFICES and STUDIOS in the MANSION HOUSE

WHAI . . . *Where the Mohawk Trail Begins*

wned and Operated by
JOHN W. HAIGIS

GREENFIELD, MASSACHUSETTS
Telephone 4301

January 24, 1949

Radio Station WAMF
Amherst College
Amherst, Mass.

Attention Mr. Trestor:

Dear Mr. Trestor:

I trust that you are meeting with success for WAMF and want to extend to you every best wish. When you feel you are ready to discuss a possible occasional tie-up be sure to let us know.

Sincerely,

RADIO STATION WHAI

John W. Haigis Jr.

John W. Haigis, Jr.
Manager

jwh:mwk

YANKEE

Member of the National Association of Broadcasters

NEWS

May 27, 1948

Mr. Robert Donahue, Manager
WMAS, Inc.
Hotel Charles
Springfield 3, Mass.

Dear Mr. Donahue:

Our Station WAMF will be, upon completion, a student operated 'wired wireless' radio station. I've heard many of your programs and was wondering if there is a possibility that we could obtain your permission to re-broadcast some of your programs in the coming fall.

In the event that you do give us permission to re-broadcast, we will carry the program in its entirety, including advertising, if you so wish.

Thank you very much for your consideration in this matter,

Very truly yours,

Leonard S. Trester
Station Manager

GERALD HARRISON, President

CARL S. WHEELER, Vice-President

WMAS INC.

WMAS and WMAS-FM

SPRINGFIELD 3 . . MASSACHUSETTS

Studios: HOTEL CHARLES
Telephone Springfield 7-1414

hought you might
be interested.
CWColb

May 14, 1948

Dear Friend:

I am writing to call to your attention a special series of five broadcasts under the title "You and Propaganda" which we have scheduled for 7:15 to 7:30 P.M. from Monday, May 17, through Friday, May 21.

These broadcasts will present Dr. Lyman Bryson of CBS, a recognized authority on adult education, in an analysis of propaganda and the propaganda devices which are employed in these days of ideological crisis. They will go beyond an analysis of the general characteristics of propaganda and will illustrate propaganda in action through recorded excerpts from Hitler and Vishinsky, from debates before the UN, and from news "plants", etc.

Dr. Bryson explains that "our modern world is full of complex appeals to our intelligence and to our emotions, and we cannot expect to find our way toward a working truth unless we have some standards by which to judge". The broadcasts will demonstrate some of the standards by which published or broadcast propaganda may be judged for what it is.

I hope you will find it possible to hear at least some of these programs and will call them to the attention of others who may be interested.

Sincerely,

Robert Donahue

Robert Donahue
Manager

RD:EC

LIST OF THE ACTIVE AND ASSOCIATE MEMBERS OF THE NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS AS OF JANUARY 1, 1949

REGION I - Director, Seymour Siegel, WNYC, Municipal Broadcasting System, New York,N.

States Include--Maine, New York, Connecticut, New Hampshire, Massachusetts, Vermont, Rhode Island, Pennsylvania, New Jersey, Delaware and Maryland.

Active Members
(Operating Own Stations)

FM CALL	AM CALL	INSTITUTION	ADDRESS	DIRECTOR
WBGO-FM		Board of Education	31 Green St.,Newark,N.J.	Marguerite Kirk
WHCU-FM		Cornell University	Ithaca, New York	Michael Hanna
WCUV-FM		Columbia University	New York City	Russell Potter
	WRUL	World Wide Bdcst. Co.	New York City	W. S. Lemmon
	WHAZ	Rensselaer Polytechnic	Troy, New York	W. J. Williams
WAER-FM		Syracuse University	New York City	Kenneth Bartlett
WNYC-FM	WNYC	Municipal Bdcsting.System	New York City	Seymour Siegel
	WSAJ	Grove City College	Grove City, Pa.	H. W. Harmon

Associate Members
(Using Other Facilities)

University of Maryland	College Park, Md.	___________
Rutgers University	New Brunswick,N.J.	Marshall G. Roth
Dept. of Education	Schenectady, N.Y.	J. Harry Adams
Penn. State College	State College, Pa.	J. O. Keller
Temple University	Philadelphia, Pa.	Armand Hunter
Boston University	Boston, Massachusetts	S. B. Gould
LeHigh University	Bethlehem, Pa.	H. Barrett Davis
* Association of Land Grant Colleges & Universities	Room 613,1406 G.Str.N.W. Washington, D.C.	Russell Thackrey
U. S. Office of Education	Washington 25, D.C.	Franklin Dunham
M. S. Novik	630 Fifth Ave. New York City	

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*Subscriber, not member

REGION II - Director, Graydon Ausmus, WUOA, University of Alabama, University, Ala.

States Include-- Virginia, West Virginia, Alabama, Kentucky, Tennessee, North and South Carolina, Georgia, Florida and Mississippi

Active Members
(Operating Own Station)

FM CALL	AM CALL	INSTITUTION	ADDRESS	DIRECTOR
WUOA-FM		University of Alabama	Box 2000, Univ. Of Ala.	Graydon Ausmus
WABE-FM		Atlahta Board of Edu.	Atlanta, Ga.	Alvin M. Gaines
	WRUF	University of Florida	Gainesville, Fla.	Garland Powell
WBKY-FM		University of Kentucky	Lexington, Ky.	Elmer H. Sulzer

Associate Members
(Using Other Facilities)

Alabama College	Montevallo, Ala.	Maryland Wilson
University of Alabama	University, Ala.	Prof. Leo Martin Head Radio Arts Dep'
University of N. Car.	Chapel Hill, N. Car.	______
City Public Schools	Columbia, S. Car.	Charles P. MacInnis
University of Tennessee	Knoxville, Tenn. Box 4218 Univ. Station	Kenneth D. Wright
University of Miami	Miami (Univ. Branch)Fla.	Sydney W. Head
WTHS Tech. High School*	Miami, Florida	Robert Dolley

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*In process of becoming active

REGION III - Director, Harry Skornia, WFIU, Indiana University, Bloomington, Indiana

States Include -- Ohio, Michigan, Indiana, Illinois and Wisconsin

Active Members
(Operating Own Station)

FM CALL	AM CALL	INSTITUTION	ADDRESS	DIRECTOR
WBEZ-FM		Chicago Radio Council	228 N. LaSalle St. Chicago	Geo. Jennings
WILL-FM	WILL	University of Illinois	Urbana, Illinois	Frank Schooley
		Indiana University	Bloomington, Ind.	H. J. Skornia
	WBAA	Purdue University	LaFayette, Ind.	James S. Miles
WUOM-FM		University of Michigan	Ann Arbor, Mich.	Waldo Abbot
WKAR-FM	WKAR	Michigan State College	East Lansing, Mich.	R. J. Coleman
WBOE-FM		Cleveland School Dist.	Cleveland, Ohio	Wm. B. Levenson
WOSU-FM*	WOSU	Ohio State University	Columbus 10, Ohio	R. C. Higgy & I. Keith Tyler
WDTR-FM		Board of Education	Detroit, Michigan	Kathleen Lardie
WHA-FM	WHA	University of Wisconsin	Madison, Wisconsin	H. V. McCarty & Harold Engle

Associate Members
(Using Other Facilities)

University of Chicago	Chicago, Illinois	Marjorie Bowker, Office Mgr.
A. James Ebel	1st Nat'l Bank Bldg. Peoria 2, Ill.	Eng. at WMBD
Butler University	Indianapolis, Ind.	L. Graydin Burdin
Indiana State Teachers College	Terre Haute, Ind.	Clarence Morgan
Western Mich. Coll.of Ed.	Kalamazoo, Mich.	Wallace L. Garneau
Ohio Wesleyan Univ.	Delaware, Ohio	Radio Director Dept. of Speech
Central State Teachers	Stevens Point, Wisc.	Gertie L. Hanson
DePauw University	Greencastle, Ind.	Herold T. Ross Head Radio Studio
Bowling Green Univ.**	Bowling Green, Ohio	Sidney Stone

*Application
** In process of becoming active

REGION IV - Director, Irving R. Merrill, KUSD, University of South Dakota, Vermillio

States Include-- Iowa, Minnesota, North and South Dakota, Nebraska, and Wyoming.

Active Members
(Operating Own Station)

FM CALL	AM CALL	INSTITUTION	ADDRESS	DIRECTOR
	KWLC	Luther College	Decorah, Iowa	Paul Borge
WOI-FM	WOI	Iowa State College	Ames, Iowa	R. B. Hull
KUSI-FM	WSUI	State Univ. of Iowa	Iowa City, Iowa	Carl Menzer
WCAL-FM	WCAL	St. Olaf College	Northfield, Minn.	M. L. Jensen
KUOM-FM	KUOM	University of Minn.	Minneapolis 14, Minn.	Burton Paulu
	KFJM	University of N. Dak.	Grand Forks, N.Dak.	D. J. Robertson
	KUSD	University of S. Dak.	Vermillion, S. Dak.	Irving Merrill

Associate Members
(Using Other Facilities)

Cedar Rapids Radio Council	264 15th Str.N.W. Cedar Rapids	Mrs. J. M. Wiley Corresponding Sec.
Cornell College	Mt. Vernon, Iowa	Dr. Seth Fessenden Head of Speech Dept
Iowa State Teachers College	Cedar Falls, Iowa	Herbert V. Hake
Grinnell College	Grinnell, Iowa	Herbert Prescott
Drake University	Des Moines, Iowa	Ed. G. Barrett
Des Moines Radio Council	1400 73rd Str. Des Moines, Iowa	Mrs. Clella Darby
University of Nebraska	Lincoln, Nebraska	Paul L. Bogan
E. W. Ziebarth	625 Second Ave. South Minneapolis 2, Minn.	Educational Direct CBS Central Divisi WCCO
Mrs. Margaret Stoddard	Cedar Rapids Radio Council 2506 B. Avenue N.E. Cedar Rapids, Iowa	
Mrs. F. M. Kenison	Madrid, Iowa	

REGION V - Director, Ralph W. Steetle, WLSU, Louisiana State University, Baton Rouge, Louisiana

States Include-- Missouri, Kansas, Colorado, New Mexico, Oklahoma, Arkansas, Texas and Louisiana

Active Members
(Operating Own Station)

FM CALL	AM CALL	INSTITUTION	ADDRESS	DIRECTOR
	KFKU	University of Kansas	Lawrence, Kansas	Frank Stockton
WLSU-FM		Louisiana State Univ.	Baton Rouge, La.	Ralph W. Steetle
KOAG-FM	KOAG*	Oklahoma A & M	Stillwater, Okla.	H. H. Leake
WNAD-FM	WNAD	University of Oklahoma	Norman, Okla.	John W. Dunn
KWGS-FM		University of Tulsa	Tulsa 4, Okla.	Ben G. Henneke
KSLH-FM		Board of Education	St. Louis 6, Mo.	Patricia Sherrer
____ #	____	City of Audio Vis. Ed.	4466 Olive Str.St.Louis 8, Missouri	
	KSAC	Kansas State College	Manhattan, Kansas	L. I. Longsdorf

Associate Members
(Using Other Facilities)

University of Colorado	Boulder, Colo.	Ellsworth Stepp
Rocky Mountain Council	Denver, Colo.	Allen Miller
Office of Information Colorado A & M	Ft. Collins, Colo.	Rex W. Brown
University of Wichita	Wichita, Kansas	F. L. Whan
Southeastern La. College	Hammond, La.	
University of Missouri	Columbia, Mo.	Elbert R. Bowden Speech Dept.
Stephens College	Columbia, Mo.	Hale Aarnes
Oklahoma College for Women	Chickasha, Okla.	Frances D. Davis
East Central State Coll.	Ada, Okla.	Oscar L. Parker
Baylor University**	Waco, Texas	John W. Bachman
University of Texas ##	Austin, Texas	Thomas D. Rishworth
Louisiana Polytechnic	Ruston, La.	Director of Radio

*In U.S. Court of Appeals

#CP

FM Application

** Operates commercial station

REGION VI - Director, James M. Morris, KOAC, Oregon State College, Corvallis, Oregon

States Include-- Montana, Washington, California, Idaho, Oregon, Nevada, Arizona, Utah and Territory of Hawaii.

Active Members
(Operating Own Station)

FM CALL	AM CALL	INSTITUTION	ADDRESS	DIRECTOR
KUSC-FM		Univ. of So. Calif.	Los Angeles, Calif.	Wm. H. Sener
KCVN-FM		College of the Pacific	Stockton, Calif.	John C. Crabbe
	KOAC	Oregon State College	Corvallis, Oregon	James M. Morris
	KWSC	State College of Wash.	Pullman, Washington	Frederic Hayward

Associate Members
(Using Other Facilities)

	#Univer. of Calif.	Administration Bldg. #9 405 Hilgord Ave. Los Angeles 24, Calif.	Hale Sparks
	University of Hawaii	Honolulu 10, Hawaii	Joseph Smith
	Brigham Young Univ.	Provo, Utah	T. Earl Pardoe
	Univ. of Washington	Seattle 5, Wash.	Edwin Adams Radio Education Radio Hall
(KBPS)	Portland Public Schools*	Portland 14, Ore. 546 N.E. 12th Ave.	Patricia L. Green Asst. Supr.
	University of Oregon	Eugene, Oregon	Robert Davy, Speech Dept.

#In process of application
* In process of becoming active member

Constitution of WAMF

rticle I: Name

The name of this organization shall be the Amherst College roadcasting System.

rticle II: Purpose

The purpose of this organization shall be to operate a campus radio tation for the entertainment and instruction of students at Amherst ollege and to encourage in all ways an interest in and an understanding f radio as an artistic and educational medium.

rticle III: Profit

This system shall be a non-profit making organization, until that ime when the Trustee loan is returned in full.

rticle IV: Members

The members of this association shall be selected from those students ho have shown an interest in radio, and who have worked in the station or a period of not less than one month.

Membership shall be open to all regularly matriculated undergraduated tudents of Amherst College, and members will be selected by the Executive oard, solely on the basis of interest, industry and accomplishment in he field of radio.

Each member shall have one vote in all association meetings.

Members may be removed by a 2/3 vote of the membership in meeting ssembled.

rticle V: Officers

The officers of this organization shall be the President/Station anager, Vice-President/Program Manager, and Secretary-Treasurer. They hall be elected by the Executive Board and shall serve a term of not ore than one year.

The President/Station Manager shall preside at all meetings of the

ssociation and of the Executive Board and shall supervise the activities f the college and in all official matters. He shall have charge of the egular operations of the station and shall carry out the policies etermined by the board. He shall have final approval on all matters ertaining to the programs, facilities and business of the station, except here questions of policy are involved, in which case the matter shall be eferred to the Board.

In the absence of the President/Station Manager, the Vice-President/ rogram Director shall perform his duties. He shall choose and arrange ll programs, shall be responsible for the production of all programs nd the training and scheduling of production personnel.

The Secretary-Treasurer shall be responsible for all books of account f the station, sign all checks, cooperate with the Business Manager n all Business decisions, attend to Business competition in cooperation ith the Business Manager, cooperate in constructing the Budget of the tation and attend to the Minutes of meetings and to correspondence.

rticle VI: Executive Board

The Executive Board shall consist of the President/Station Manager, ice-President/Program Director, Secretary-Treasurer, Business Manager, echnical Director, Administration Representative, and one member at large. ll members of the Executive Board (except the Administration Representative) hall have served one year on the station prior to election to the Board.

The member at large shall be elected by the association in meetihg ssembled.

The Executive Board shall be responsible for the policies of the rganization and the station, and shall have supervisory authority over all its operations. It may also make laws and by-laws necessary for the operation of the station and not contrary to the Constitution.

In the event that an elected member of the Board resigns, or is

therwise prevented from serving, a Board meeting shall be held within ne month to elect a successor.

An elected member of the Board may be removed by a 2/3 vote of the ssociation.

rticle VII: Other Officers

Section 1: An administration representative, a member of the college aculty or administration, appointed by the President of the College, shall erve until replaced. He shall be a member of the Board and advise on all uestions and matters related to the College policy.

Section 2: A Business Manager shall be responsible for the finances f the station, sign all contracts, prepare the budget for presentation to e Executive Board, and handle all business competition.

Section 3: A Technical Director shall be responsible the design, onstruction, and maintenance of all station facilities, supervise the peration of station facilities and the training of studio technicians.

rticle VIII: Meetings

Meetings of the association shall be called by the President/ tation Manager or may be called by 1/3 of the membership of the association.

Meetings of the association shall be held at least twice each semester.

A quorum shall consist of 2/3 of the membership of the association.

Meetings of the Executive Board shall be held at least once a month.

A quorum of the Executive Board shall consist of five members.

rticle IX: Amendments

Amendments may be proposed by the Executive Board or by any member in eeting and shall become a part of the Constitution when ratified by /3 of the association in meeting assembled.

mendment I: Article V: Delete entire Article. Insert, "The Executive Board.

"The Executive Board shall be responsible for the policies of the

rganization and the station, and shall have supervisory authority over ll its operations. It may also make laws and by-laws necessary for the peration of the station and not contrary to the Constitution.

"The Executive Board shall consist of the Secretary, Program Director, usiness Manager, Technical Director, and Production Director. All members f the Executive Board shall have served one year on the station prior o election to the Board. An administration representative, appointed by he President of the College, may sit in on the Board meetings, but does ot have a vote.

"The Secretary shall preside at all meetings of the Executive Board nd of the association. He shall be in charge of all general station orrespondence, station publicity and public relations, and, in this apacity, will be the official representative of the station.

"The Program Director, in the absence of the Secretary, shall preside t the Executive Board and association meetings. As head of the Program epartment, he is personally responsible for every program that is broadcast.

"The Business Manager shall be responsible for the finances of the statio tation, shall sign all contracts, prepare the budget for presentation o the Executive Board, handle Business competition, and is in charge of ll station supplies.

"The Technical Director shall be responsible for the design, constructio nd maintenance of all station facilities, supervise the operation of tation facilities, and the training of studio technicians.

"The Production Director is responsible for the shows broadcast by the tation.

"The Executive Board shall be elected by a majority of the association n meeting assembled.

"Nominations for positions on the Executive Board are limited to the xecutive Board.

"In the event that an elected member of the Board resigns, or is therwise prevented from serving, an association meeting shall be held ithin one month to elect a successor.

"An elected member of the Board may be removed by a 2/3 vote of the ssociation."

mendment II: Article VI: Delete entire article. Insert, "Meetings.

"Meetings of the association shall be called by the Executive Board r may be called by 1/3 of the membership of the association.

"Meetings of the association shall be called at least twice a semester.

"A quorum shall consist of 2/3 of the membership of the association.

"The Executive Board shall meet at least once every two weeks."

mendment III: Article VII: Delete entire article. Insert,"Amendments.

"Amendments may be proposed by the Executive Board or by any member n meeting ~~assembled~~ and shall become part of the Constitution when atified by 2/3 of the association in meeting assembled."

mendment IV: Article VIII: Delete entire Article.

mendment V: Article IX: Delete entire Article.

OCT 19 1949

WAMF

Brief regarding the status of the Amherst
Broadcasting System prepared for the
Student Council.

Thursday, October 20, 1949

RIEF REGARDING STATUS OF WAMF SUBMITTED TO AMHERST STUDENT COUNCIL
T REQUEST OF CRAIG PEARSON - October 20, 1949

WAMF advised the Student Council at their meeting last May hat the student tax requested at that time would enable the mherst College Broadcasting System to achieve full coverage f the dormitories and fraternities by the beginning of the all term. In explanation of our temporary failure to ccomplish this goal seems in order.

The Council will recall that the sum of $2400 was alloted or the station for the year 1949-50. A certain portion of this as to be spent only for specified technical items:

$225	new turntables
225	remote transmitting facilities for programs originating outside studios
750	distribution amplifier
($200-$400)	remote oscillators for fraternity houses

uring the summer the telephone company engioneering department ound a method of saving us the expense of the distribution mplifier, although an increase in the monthly cost of our eased telephone lines has resulted. The funds alloted for emote oscillators will be required, however, in order to extend ur coverage to Beta, Chi Phi, Phi Psi, and the Lord Jeff Club. nfortunately due to red tape in the offices of both the Business anager of WAMF and the Fraternity Business Manager, and an navoidable delay on the part of the station treasurer in straightening ut the station's financial reports not part of the student tax as deposited to our account until Wednesday, October 12, 1949. Since outstanding bills as of the close of station operation last spring exceeded by $428 the funds in our account, we had no money available until October 12th to purchase the parts needed to

construct remote oscillators to establish reception at Beta, Chi Phi, Phi Psi, and the Lord Jeff Club and to improve the quality of reception in the dormitories as was promised the Council in May. The parts for this equipment have been ordered and these will be constructed and installed as soon as the parts are received.

We should like to bring to the Council's attention the fact that only $700 has been deposited to our account. After paying the outstanding bills ($428) the station was left with approximately $272 for present operations. Parts for the remote oscillators, needed new turntables, and the remote transmitter required for such broadcasts as that contemplated of the Amherst-Tufts game will cost in total far more than our present balance shows.

Staff interest in WAMF and the morale in general is at a much higher level this term than it was last year. All departments are effectively organized and operating efficiently. In order to determine how we may better serve the interests of the student body we plan to conduct a survey of campus opinion in the near future, as soon as our technical installations are complete.

Robert Vance - Chief Tech.

Eddie Hoppis - Promotion Dept.

PERSONNEL QUESTIONAIRE

Amherst College Broadcasting System
(Please print--in ink if possible)

1. NAME ____________ ____________ ____________ (last name) (first name) (middle initial)

2. CLASS ______ (Indicate if this is not year you will graduate)

3 AMHERST ADDRESS ______________ 4. PHONE ______

5. VETERAN ______. NON-VETERAN ______ (Please check)

6. CHECK FIELD OF INTEREST:

Technical: (Please list training or experience with radio or sound equipment or any other electrical background)

____

____

Business: (List any business and advertising training or experience)

____

____

Program and Production: (Check particular jobs in which you are interested)

____ Announcing
____ Sports Broadcasting
____ Acting
____ Music Programing
____ Directing and Producing
____ News Reporting and Editing
____ Continuity and program script writing

Please list experience such as work on student publication, radio, other activities; also special interests that may be of value, such as a familiarity with recorded music, etc.etc.

____

AMHERST COLLEGE BROADCASTING SYSTEM

WORK ASSIGNMENT SHEET

NAME	DUTIES	DAY	HOUR	COMMENTS

October 16, 1947

To the Student Council of Amherst College:

On October 15 Leonard S. Trester, Arch Taylor, and Mardick Baliozian arbitrarily assumed the acting positions of, respectively, Station Manager, Program Manager, and Technical Director, for the purpose of establishing a campus radio station at Amherst.

It is requested of the Student Council that we be given a vote of confidence to carry on with the project. President Cole has indicated that he would like the approval of the Student Council before giving his permission to carry on with the station plans. It is necessary that we have this endorsement in order to establish an organization blueprint and obtain an accurate cost estimate with the aid of the Intercollegiate Broadcasting System.

We wish it to be made clear that the positions assumed by us are of a purely temporary nature and only taken to facilitate the setting up of the station. After we have received approval from President Cole and the initial groundwork is laid, it is our intention to hold an open meeting of all persons in the college interested in establishing a campus radio station. At that time a permanent organization will be chosen, and the Constitution of the proposed station will be submitted to the Student Council for approval.

This proposal has already received the endorsement

of Touchstone and The Amherst Student, the respective chairmen of these publications having consented to sending President Cole letters to the above effect.

Since we have at this time completed many of the preliminary arrangements, the station should be ready to go into operation, barring unforseen obstacles, by the end of Christmas vacation.

Respectfully,

Leonard S. Trester

Arch Taylor

Mardick Baliozian

October 15, [illegible]

To the Student Council of Amherst College:

On October 15 Leonard S. Treester, Arch Taylor, and Mardick Kalfozian [illegible] respectively, Station Manager, Program Manager, and [illegible] Director, for the purpose of establishing a campus radio station at Amherst.

It is requested of the Student Council [illegible] a vote of confidence to carry on with the project. President Cole has indicated that he would like the [illegible] of the Student Council before giving his permission [illegible] plans. It is necessary that we know [illegible] to establish an organization [illegible] cost estimate with the aid of the [illegible] system.

We wish it to be made clear that the [illegible] by us are of a purely temporary nature and only taken to facilitate the setting up of the station. After we have received approval from President Cole and the initial groundwork is laid, it is our intention to hold an open meeting of all persons in the college interested in establishing a campus radio station. At that time a permanent organization will be chosen, and the Constitution of the proposed station will be submitted to the Student Council for approval.

This proposal has already received the endorsement

Non-Post

REPORT ON GENERAL STUDENT MEETING TO DISCUSS RADIO STATION PLANS

On Thursday evening, January 15, 1948, a general meeting was held in College Hall for all students interested in discussing the plans for a proposed "wired wireless" radio station at Amherst College. The meeting was publicized through the weekly bulletin, the loudspeakers in Valentine Hall, and the lead story in that week's Amherst Student.

The committee feels that the relatively small attendance of thirty (including the three committee members) is not indicative of undergraduate interest in the project, especially since other activities at the scheduled hour included meetings of the Student staff, the Christian Association, and the Student Council. A Masquers rehearsal, the cold weather, and several 'big' exams the following day probably all took their toll from the anticipated number.

Those in attendance made up for in interest and enthuiasm anything lacking in numbers. Undergraduates who had worked with similar college stations in the past included representatives from Williams, Wesleyan, C.C.N.Y., Columbia, and M.I.T., in addition to several with armed forces and professional broadcasting experience. After the committee had outlined the important phases of its general report and told the present action being taken a discussion and question session revealed much more than a casual interest on the part of all present.

There was a marked difference of opinion as to whether it would be more advisable for the station to commence operation with a light programming schedule emphasizing recorded and transcribed

material or to start broadcasting on a 'maximum' scale, making use of every good 'live show' idea in a complete and carefully planned 55-hour broadcasting week. This of course would depend largely on available facilities, both in personnel and studio equipment. The latter will depend entirely upon the size of the budget, but all agreed that the former would be no problem and that competition would be fierce for all staff positions once the station organization is formed.

Those attending the meeting were asked to fill out forms indicating the phases of studio operation in which they would be interested and offering their general comments on the plan. Nearly everyone checked more than one field of interest--the average was slightly over two fiblds per person. Here are the results:

Programming	12
Writing	4
Announcing	14
Acting	5
Production	11
Advertising	4
Business	5
Technical	11

One enthusiastic comment, written in by a freshman, was: "I have studied radio engineering a little as a hobby and have developed an interest in college stations through watching the progress of the U. Of Mass. station during the last two years. Please feel free to call on me for any help at all. This station has my full support." Another freshman wrote: "My experience and knowledge are limited but I'm ready and willing to learn. Though due to the New Curriculum I will probably have little time... I am quite interested and it sounds to me like a good thing."

PROPOSED CONSTITUTION

Article I Name

The name of this organization shall be The Amherst Cdlege Broadcasting Association.

Article II Purpose

The purpose of this organization shall be to operate a campus radio station for the entertainment and instruction of students at Amherst College and to encourage in all ways an interest in and understanding of radio as an artistic and educational medium.

Article III Profit

This association shall be a non-profit-making-organization

Article IV Members

The members of this association shall be selected from those students who have shown an interest in radio, and who have worked in the station for a period of not less than one month.

Membership shall be open to all regularly matriculated undergratuate students of Amherst College, and members will be selected by the Executive Board solely on the basis of interest, industry and accomplishment in the field of radio.

Each member shall have one vote in all Association meetings.

Members may be removed by a 2/3 vote of the membership in meeting assembled.

Article V Officers

The officers of this organization shall be the President/Station Manager, Vice-President/Program Director, and Secretary-Treasurer. They shall be elected by the Executive Board and shall serve a term of not more than one year.

The President/Station Manager shall preside at allmeetings of the Association and of the Executive Board and shall supervise the activities of the organization. He shall represent the organization to the Administration of the college and in all official matters. He shall have charge of the regular operations of the station and shall carry out the policies determined by the Board.

Article V Officers (cont.)

He shall have final approval on all matters pertaining to the programs, facilities and business of the station, except where questions of policy are involved, in which case the matter shall be referred to the Board.

In the absence of the President/Station Manager, the Vice-President/Program Director shall perform his duties. He shall choose and arrange all programs, shallbbe responsible for the production of all programs and the training and scheduling of production personnel.

The Secretary-Treasurer shall be responsible for all official papers, funds, contracts, and agreements of the orgainization, and his signature, together with that of the President/Station Manager, shall be required on all official papers.

Article Vi Executive Board

The Executive Board shall consist of the President/Station Manager, Vice-President/Program Director, Secretary-Treasurer, Business Manager, Technical Director, Administration Representative and one member at large. All members of the Executive Board (except Administration Representative) shall have served one year on the station prior to election to the board and have attained at least Junior standing on the college rolls.

The member at large shall be elected by the Association in meeting assembled.

The Executive Board shall be responsible for the policies of the organization and the station, and shall have supervisory authority over all its operations. It may also make laws and by-laws necessary for the operation of the s tation and not contrary to the Constitution.

In the event that an elected member of the Board resign, or is otherwise prevented from serving, a Board meeting shall be held within one month to elect a successor.

No one position on the Executibe Board may be held by the smae person for more than a single school year.

An elected member of the Board may be removed by a 2/3 vote of the membership in meeting assembled.

Article VII Other Officers

Section 1: An administration Representative, shall be a member of the College faculty or administration, appointed by the

Article VII Ohter Officers (cont.)

President of the College, shall serve until replaced. He shall be a member of the Board and advise on all questions and matters related to College Policy.

Section 2: A Business Manager shall be responsible for the supervision of all purchases, sales, financial transactions of the station and all advertising, both local and national.

Section 3: A technical Director shall be responsible forthe design, construction, and maintenance of all station facilities, supervise the operation of station facilities and the training of studio technicians.

Article VIII Meetings

Meetings of the Association shall be called by the President/ Station Manager, or may be called by 1/3 of the membership of the association.

Meetings of the Association shall be held at least twice each semester.

A quorum shall consist of two-thirds of the membership of the Association.

Meetings of the Executive Board shall be held at least once each month.

A quorum of the Executive Board shall consist of five members.

Article IX Amendments

Amendments may be proposed by the Executive Board or any member in meeting and shall become a part of the Constitution when ratified by two-thirds of the Association in meeting assembled.

PROPOSED CONSTITUTION

Article I Name

The name of this organization shall be the Amherst College Broadcasting ystem.

rticle II Purpose

The purpose of this organization shall be to operate a campus radio tation for the entertainment and instruction of students at Amherst College nd to encourage in all ways an interest in and understanding of radio as an rtistic and educational medium.

rticle III Profit

This system shall be a non-profit making organization, until that time w hen the Trustee loan is returned in full.

rticle IV Members

The members of this association shall be selected from those students ho have shown an interest in radio, and who have worked in the station for period of not less than one month.

Membership shall be open to all regularly matriculated undergraduate tudents of Amherst College, and members will be selected by the Executive oard, solely on the basis of interest, industry and accomplishment in the ield of radio.

Each member shall have one vote in all Association meetings.

embers may be removed by a 2/3 vote of the membership in meeting assembled.

ticle V Officers

e officers of this organization shall be the President/Station Manager, ce-President?Program Manager, and Secretary-Treasurer. They shall be ected by the Executive Board and shall serve a term of not more than e Year.

The President/Station Manager shall preside at all meetings of the sociation and of the Executive Board and shall supervise the activities the organization. He shall represent the organization to the Administration the college and in all official matters. He shall have charge of the gular operations of the station and shall carry out the policies determined the board. He shall have final approval on all matters pertaining to the ograms, facilities and business of the station, except where questions of licy are involved, in which case the matter shall be referred to the Board.

In the absence of the President/Station Manager, the Vice-President/ ogram Mxxxxxx Director shall perform his duties. He shall choose and arrange l programs, shall be responsible for the production of all programs and the aining and scheduling of production personnel.

Article V (cont.)

The Secretary-Treasurer shall be responsible for all books of account of the station, sign all checks, cooperate with Business Manager on all Business Decisions, attend to Business Competition in cooperation with Business Manager, cooperate in constructing Budget of station and attend to the Minutes of Meetings and correspondence.

Article VI Executive Board

The Executive Board shall consist of the President/Station Manager, Vice-President/Program Director, Secretary-Treasurer, Business Manager, Technical Director, Administration Representative and one memver at large. All members of the Executive Board(except Administration Representative) shall have served one year on the station prior to election to the Board.

The member at large shall be elected by the association in meeting assembled.

The Executive Board shall be responsible for the policies of the organization and the station, and shall have supervisory authority over all its operations. It may also make laws and by-laws necessary for the operation of the station and not contrary to the Constitution.

In the event that an elected member of the Board resigns, or is otherwise prevented from serving, a Board meeting shall be held within one month to elect a successor.

An elected member of the Board may be removed by a 2/3 vote of the association.

Article VII Other Officers

Section 1: An administration representative, shall be a member of the college faculty or administration, appointed by the president of the college, shall serve until replaced. He shall be a member of the Board and advise on all questions and matters related to the college policy.

Section 2: A Business Manager shall be responsible for the finances of the station, sign all contracts, prepare budget for presentation to the Executibe Board and handle business competition.

Section 3: A technical Director shall be responsible for the design, onstruction, and maintenance of all station facilities, supervise the perationof station facilities and the training of studio technicians.

rticle VIII Meetings

Meetings of the association shall be called by the President/Station

Article VIII Meetings (cont.)

or may be called by 1/3 of the membership of the association.

Meetings of the association shall be held at least twice each semester.

A quorum shall consist of two-thirds of the membership of the association.

Meetings of the Executive Board shall be held at least once each month.

A quorum of the Executive Board shall consist of five members.

Article IX Amendments

Amendments may be proposed by the Executive Board or any member in meeting and shall become a part of the Constitution when ratified by two-thirds of the assiciation in meeting assembled.

MEMORANDUM From: C. W. Cole
To: James D. Baldwin, WAMF
(cc: E. R. Hopple & E. R. Vance, Jr.)

The following is a summary of the basic agreement between the Trustees and the radio station, arrived at in a conference I had with Messrs. Traster, Taylor and Baliozian on January 30, 1948. I would suggest that copies be kept in the appropriate place in your files.

Summary of Agreement

1.) The Trustees agreed to authorize an undergraduate radio station at Amherst College and to provide space for it in the basement of Walker Hall.

2.) The Trustees agreed to advance $3000 for the basic, initial expenses of the station.

3.) The radio station agreed to abide by the following conditions:

a) The station is to have a faculty adviser (initially Mr. J. A. Guest) with whom all major steps will be discussed.

b) The station will prepare and adopt a constitution which will ensure democratic control of the station by the student group working in it. This constitution must be approved by the President on behalf of the Trustees and by the Student Council on behalf of the student body.

c) No advertising of alcoholic beverages will be permitted.

d) No student shall receive any sort of compensation for work in the station until such a time as the $3000, advanced by the Trustees, shall have been repaid.

e) The station will endeavor to maintain a high quality program for the best interests of the College and will avoid undue commercialism (as regard number, time or quality of advertisements).

f) The station will at all times be careful to remain within the bounds of good taste. On this score, if it has any doubt at any time, it will consult the faculty adviser.

4.) The President, on behalf of the Trustees, retains the right to discontinue the station if it violates the terms of its agreement or if its operation in any way tends to impair the good name of the College or ceases to be in the interests of the College.

Before the

FEDERAL COMMUNICATIONS COMMISSION
Washington, D. C.

In the matter of :
:
Ammendment of Part 15 of :
the F. C. C. Rules Covering :
Restricted Radiation Devices :

Amherst, Massachusetts
May 20, 1949

Hon. Commissioners:

Campus wired-radio broadcasting, often referred to as "Wired-wireless" radio, has been in use at Amherst College for only eight months. However, in this short time it has been proven a great asset, highly valued both by the student body and by the college administration. The station, WAMF, provides students with various types of programs, music, news, student dramatic productions, and other programs of the nature commonly found on commercial broadcasting station The function of the station is dual: a project furnishing entertainment for the college student body and, most important, providing a training ground for students in many phases of radio, i.e. script writing, announcing, directing, management, public relations and public service.

Although campus radio is an extra-curricular activity at Amherst and has only been active a short time, it has grown to be one of the most important activities on campus. In a school of approximatel 1100, the radio station is able to use as many as 75 men in various jobs in and around the station. Through a close alliance with the English department we have been able to train men in radio script writing, not only of a creative nature, but adaptions for radio presentation of many of the classics.

In the field of programming the station has made

admirable progress. After exhaustive polls to determine what type of material the college community desired the station set out to fulfill the popular demands. Several programs were developed that were outstanding and as a result we found that we had a listenership of as high as 90% in some instances. It is programming of this nature, superior to that found on local commercial stations, that has brought forth the full support of both the student body and the college administration.

This station does not have extensive broadcasting hours, being on the air seven nights per week for an average of four and one half hours per night. We decided upon these hours for it is at this time that the local radio stations fade out entirely or go off of the air. Being located in the Berkshire mountains, just at the edge of the Connecticut valley, makes reception difficult at all times. At no time during the broadcasting of the station have we had complaints of interference, which can frequently be the case with campus radio statio if care is not taken to guard against this possibility when installing the station.

We have always worked in close cooperation with the surrounding commercial stations. In one instance we furnished a transcribed program for station WHYN, Holyoke, Mass. which they used at one of their best hours, 2:45 p.m. Sunday afternoon. When we were in the process of building the station it was with the aid and advice of Mr. Charles DeRose, owner of station WHYN. Tenative plans are under way for closer cooperation with Mr. John Haigis, station manager of WHAI in Greenfield, Mass. for the coming year in the field of program exchange and student productions.

This station carries a small percentage of sponsored time, about 15%. Although it is possible to obtain more advertising we do not feel that it is advisable or necessary. The only reason

this amount is carried is to furnish the necessary income to enable the station to carry on operations. If there is a surplus at the end of the three-month budget period this amount is invested in new equipment, records or any material which will aid the station in its operation. At no time have salaries been paid to students for work on the station, since it is operated on a non-profit basis. At present there is $5,000.00 invested in studios, transmitters, and records at our station. Annual income is figured at between $800 and $1000 which covers all operating costs. The sale of air time on the station is governed by strict station codes which forbid the advertising of liquor, beer, or any place selling alcoholic beverages. The only type carried at present is for theaters, clothing stores, and jewelry stores.

When initial plans for the station were being drawn up the installation of an educational FM station was seriously considered but was found to be impractical. The main reason for reaching this decision was because of the lack of FM receivers in the college dorms, since less than 5% have receivers which would be able to receive FM.

It is respectfully solicited that an oral hearing be given this matter in order that rules may be promulgated which will allow for the continued operation of campus-wired-radio broadcasting stations.

Respectfully submitted,

Leonard S. Trester
Station WAMF
Amherst College

WAMF

AMHERST COLLEGE BROADCASTING SYSTEM

AMHERST, MASSACHUSETTS

ATION MANAGER
Leonard S. Trester

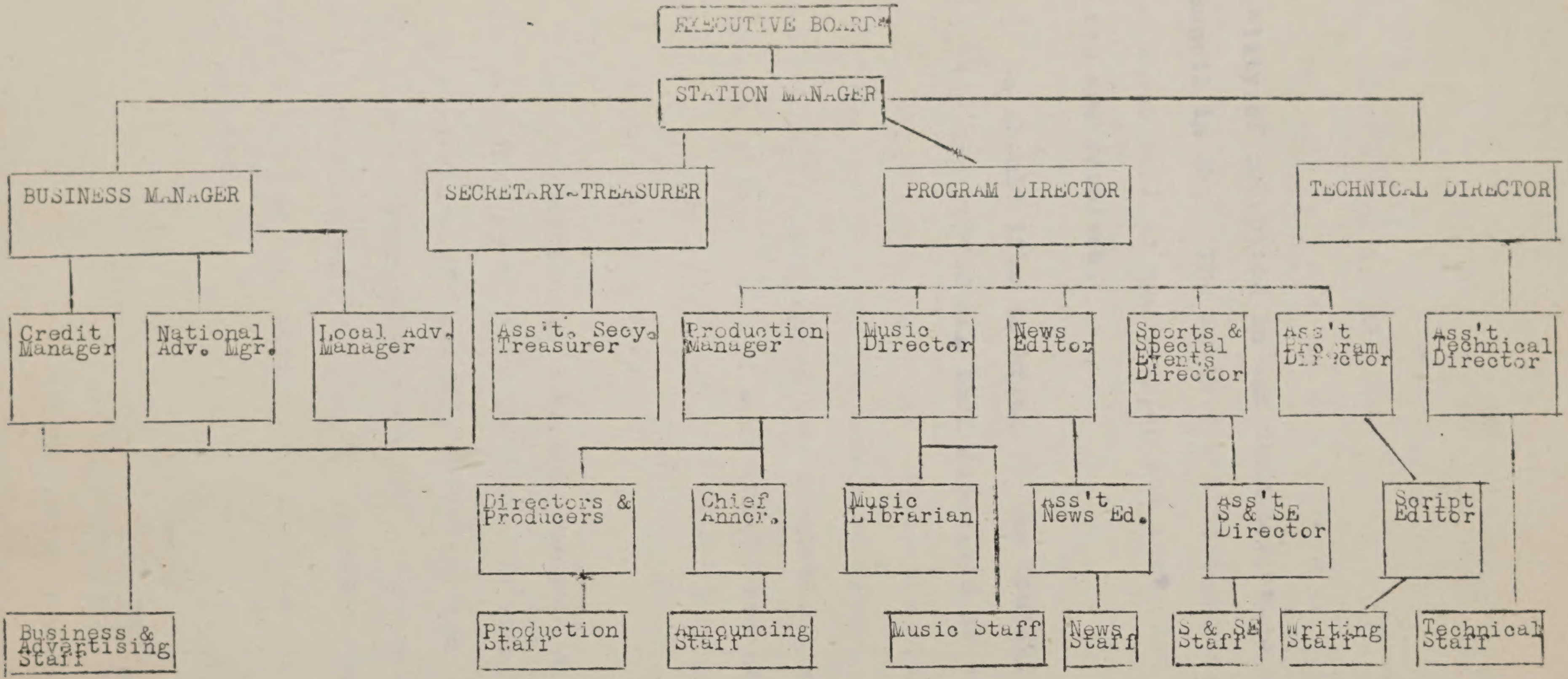
OGRAM MANAGER
Arch Taylor

RETARY-TREASURER
Mardick Baliozian

SINESS MANAGER
Robert L. Hechler

HNICAL DIRECTOR
David A. Eaton

AMHERST COLLEGE BROADCASTING SYSTEM -- ORGANIZATIONAL PLAN


EXECUTIVE BOARD*
STATION MANAGER
BUSINESS MANAGER
SECRETARY-TREASURER
PROGRAM DIRECTOR
TECHNICAL DIRECTOR
Credit Manager
National Adv. Mgr.
Local Adv. Manager
Ass't. Secy. Treasurer
Production Manager
Music Director
News Editor
Sports & Special Events Director
Ass't Program Director
Ass't Technical Director
Directors & Producers
Chief Anncr.
Music Librarian
Ass't News Ed.
Ass't S & SE Director
Script Editor
Business & Advertising Staff
Production Staff
Announcing Staff
Music Staff
News Staff
S & SE Staff
Writing Staff
Technical Staff

*EXECUTIVE BOARD consists of the five officers whose titles appear in capital letters, in addition to the ADMINISTRATION REPRESENTATIVE appointed by President Cole and a MEMBER-AT-LARGE elected by the members of the system.

Because of the complication of activities involved in the operation of a radio station and the additional difficulties presented by the functioning of so large an organization in such limited physical space, it is a strict necessity that this table of organization be adhered to throughout all phases of operation, particularly those involving program and production. Each member is at all times directly responsible to the person in the echelon above him, and directly responsible for the person or persons in the echelon below him.

WAMF - AMHERST COLLEGE BROADCASTING SYSTEM - WALKER HALL

AMHERST, MASSACHUSSTTS

April 14, 1948

Mr. Robert Penticoff
810 College St.
Beloit, Wis.

Dear Mr. Penticoff:

Sorry to be so long in getting this reply to your letter and questionaire in the mails. We have been in the midst of setting up our station and station personnel and also have had our Spring vacation, both of which have held up this reply. At present we are in the final stages of installation and hope to be on the air within a month or six weeks. It was my hope that by this time I would have a copy of our prospectus, handbook for announcers, engineers and a routing book for the production department finished and would be able to send it along to you but we will not have them ready for another week or so. If you would like this information just dropeme a line and I will send them along.

As for your questionaire:

1. Yes, it is a system which can be received over a commercial broadcast receiver.
2. Frequency will be 610 kcs., determined by listening tests over a period of time. Also, if you keep the channel in the low end of the band your signal can radiate further, according to FCC specifications, the distance of radiation is derived from the formula lambda over two pi (lambda being the frequency in wave lengths.)
3. No special adaptation of the receiver is needed as the signal actually radiates a short distance.
4. As yet, since we have not actively begun broadcasting, we have had no trouble with the FCC - they are at this time running a series of checks on these 'wired wirless' radio stations and there is some talk of revision of the 'low Power'rules in the near future.
5. Whether or not one amplifier is sufficient to cover the entire dampus depends upon the construction of the transmitter and also the location of the buildings. If the campus is centralized and all of the buildings can be reached by a wire from the transmitter, then a 30 or 40 watt tramsmitter will furnish sufficient power for your needs.
6. Our transmitter is located on the campus but since we have 14 fraternity houses located off campus this has no particular importance as to central location. The one advantage and main reason for having the transmitter in this location is because of ease of access to the central heating tunnels to the 6 dormitories through which we are stringing the transmission wires.
7. For the buildings located on campus we are using a twisted-pair line, for the fraternities we rent phone lines to transmitt the audio signals and terminate the line in a small 1 or 1½ watt transmitter.
8. We have not used the 'inductance' method except for the various dormitories, here we will use the heating system as the antenna.
9. This question I can not answer at the present time, when we are able to answer it I shall send the information along in case you still would like it.

OPERATIONAL

1. The only FCC regulation that is applicable to these low power 'wired wireless' radio stations is the one I stated in answer #2 under technical. The FCC is running a series of checks on some of the low power stations in the country at present but I can not say what the results are.
2. We were able to get a $3,000 non interest bearing loan from the Board of Trustees which is to be paid back in a three year period, or as soon as possible. The coming year we hope to get a student tax of $1.000which will amount to approximately $1,000 for the year and also we plan to get as much advertising as possible, mostly local. There is no qualification on adverttising by the FCC, only the college authorities here have placed limitations on it, liquor being the onlyone.
3. The average program schedule will call for a schedule of 4:30 to 1030 on week-days and 4:30 to 10:30 on Saturday and Sunday. In the future we plan to have a two hour program in the early morning but this will not come about until next year. As for the sample copy, that is incorporated in the prospectus and will be sent in case you would like a copy in the future.

I would suggest that you get in touch with the Intercollegiate Broadcasting System, WKCR - Hamilton Annex, Columbia University, New York, N. Y. for any additional information that you would like. We are a member of this organization and feel that it is very worthwhile for college broadcasting stations. This is a non-profit organization, run by the colleges and an appointed board for the furthering of college broadcasting and the aid of stations contemplating and in actual operation of a campus radio station.

If I can be of any further help to you or there is any additional information that we can supply you with please feel free to call upon me.

Sincerely,

Leonard S. Trester
Station Manager

THE AMHERST COLLEGE BROADCASTING SYSTEM
AMHERST, MASSACHUSETTS

April 10, 1948

Mr. Jess Willard, Executive Vice President
National Association of Broadcasters
Washington, D. C.

Dear Mr. Willard:

Upon the suggestion of Dan Seymour, I'm writing you in the hope that you'll be able to lend us some much-needed assistance.

Our recently formed organization is at present engaging in an intensive training program preparatory to going on the air in early May, broadcasting daily to the students of Amherst College via the direct-wire transmission system now used in many colleges throughout the country. With both the spiritual and financial backing of the Trustees of the College, plus the radio need created by the lack of a standard broadcast station close enough to give good reception, we feel that our project would be a success. Though beginning on a relatively modest scale, we are aware of the unlimited possibilities in this vicinity and hope that someday the Amherst station will be able to expand into a four-college network, linking us with nearby University of Massachusetts, Smith, and Mt. Holyoke, or become a standard broadcasting station sponsored jointly by these four institutions, or serve as the center of a regional council or workshop.

Our most immediate need, since Amherst offers no training courses connected in any way with radio, and since only a handful of us have had any past radio experience, is aid in the forming of broadcast procedures and in the training of studio personnel. Therefore we'd greatly appreciate any help that you might be able to offer. Since for the next two months we'll be training people in radio writing, announcing, and production, we'd be most happy to have any manuals, handbooks, procedure outlines, file scripts, reference lists, or other pertinent material.

We'll be very grateful for your attention and consideration.

Sincerely,

Arch Taylor, Program Manager
AMHERST COLLEGE BROADCASTING SYSTEM
Amherst, Massachusetts

Copy

THE AMHERST COLLEGE BROADCASTING SYSTEM
AMHERST, MASSACHUSETTS

March 18, 1948

Professor Warren Bower
Department of Radio
New York University
New York, N.Y.

Dear Prof. Bower:

Upon the suggestion of Dan Seymour and having heard of the extensive radio training you offer at NYU, I'm writing you in the hope that you'll be able to lend us some much-needed assistance.

Our recently formed organization is at present engaging in an intensive training program preparatory to going on the air in early May, broadcasting daily to the students of Amherst College via the direct-wire transmission system now used in many colleges throughout the country. With both the spiritual and financial backing of the trustees of the college, plus the radio need created by the lack of a standard broadcast station close enough to give good reception, we feel that our project whould be a success. Though beginning on a relatively modest scale, we are aware of the unlimitedpossibilities in this vicinity and hope that someday the Amherst station will be able to expand into a four college network, linking us with nearby University of Mass., Smith, and Mt. Holyoke, or become a standard broadcasting station sponsored jointly by these four institutions, or serve as the center of a regional council or workshop.

Our most immediate need, since Amherst offers no training courses connected in any way with radio, and since only a handful of us have had any past radio experience, is aid in the forming of broadcast procedures and in the training of studio personnel. Therefore we'd greatly appreciate any help that you might be able to offer. Since for the next two months we'll be training people in radio writing, announcing, and production, we'd be most happy to have any manuals, handbooks, procedure outlines, file scripts, reference lists, or other pertinent material.

We'll be very grateful for your attention and consideration.

Sincerely,

Arch Taylor, Program Manager
AMHERST COLLEGE BROADCASTING SYSTEM
Amherst, Mass.

GENERAL POLICY

This includes problems dealt with by the executive board about the constitution, liquor broadcasting, surveys of how to improve the general operations of the station. It includes all the official material concerning matters on which the whole station had to vote.

Enclosed also are the newspaper clipping which have the facts of the cases involing the STUDENT case and the STUDENT COUNCIL investigation. Further newspaper clippings about that are are found in the envelope at the end of this book, or in the specific department heads (such as business, promotion, advertising, etc.)

WAMF - CONSTITUTION

Article I - Name

The name of this organization shall be the Amherst College Broadcasting Association. It's call letters shall be W A M F.

Article II - Purpose

The purpose of this organization shall be to operate a campus radio station for the entertainment and instruction of students at Amherst College and to encourage in all ways an interest in and an understanding of radio as an artistic ~~////~~ and educational medium, providing training in the fields of radio proeuction, engineering, and business management.

Article III - Profit

This association shall be a non-profit organization.

Article IV - Membership

The members of this association shall be selected from those students who have shown an interest in the radio station, and who have worked in the station for a period of not less than one month.

Membership shall be open to all regularly matriculated undergraduates of Amherst College, and members will be selected by the Executive Board solely on the basis of interest, industry, and accomplishment in the field of radio.

First semester freshmen shall be ineligible to work in the radio station.

Each member having a station card shall have one vote in all Association meetings.

Members may be removed by a 2/3 vote of the membership in meeting assembled.

Article V - Officers

Section 1 - Executive Board

The formulation of Station policy and responsibility for efficient administration of departments shall be vested in an executive board, to consist of five officers as outlined in Sections 2,3,4,5, and 6 of this article.

Section 2 - Station Manager

Shall preside at all meetings of station personnel and so exescise his authority as to promote efficiency in and coordination between all departments according to the policies established by all members of the Executive Board, acting as a board. He shall act in an executive capacity over the organization and shall be responsible for all its actions, in accordance with the Student Council's interpretation of this capacity.

Section 3 - Program Director

Shall be responsible for the programming and production of all programs, and the training of personnel in the production department.

Article V

Section 4 - Business Manager

Shall be responsible for:

1) solicitation of advertising,
2) supervision of commercial department
3) supervision of promotion department
4) working with the Treasurer of the station in all matters concerning the financial matters of the station.
5) countersigning checks with the Treasurer

The treasurer shall be elected by the Executive Board, and shall not be considered a member of that board. He shall make a semester financial report to the Association.

Section 5 - Technical Director

Shall be responsible for the training and scheduling of control board operators and remote engineers, and for arranging remote lines and facilities with the telephone companies. He shall in addition be responsible for full cooperation with any consulting maintenance engineer appointed by the Executive Board to aid in the maintenance of station technical facilities.

Section 6 - Member-at-Large

The ~~[illegible]~~ Member at Large shall serve as liason between the Executive Board and the station personnel asa whole, whom he shall represent by vote and by discussion on the Executive Board, and whom he shall inform about Executive Board Policy.

Section 7 - Election of Board Members

All members of the Executive Board shall have served with the Station for a period of not less than one year prior to their election to the Board.

The Station Manager, Program Directòr, Business Manager, and Technical Director shall be appointed by a 4/5 vote of the outgoing Executive Board, such appointments to be ratified by a majority of the Association in meeting assembled. In case of failure of appointment to be ratified, the Outgoing Executive Board will submit a new appointment to be ratified to the Association. In the event that the Executive Board fails to submit a nomination for any of the above positions, the position will be filled in the same manner as the Member-at-Large.

The Member-at-Large shall be elected by the ~~[illegible]~~ membership of the station in meeting assembled, by a majority vote.

Meetings for the purpose of election of these officers shall take place during the first two weeks after first-semester exam period, or at any time within two weeks previous to first-semester exam period by vote of the existing Executive Board.

Section 8 - Removal of Board Members from Office

Any member of the Executive Board may be removed from his office by unanimous vote of the Executive Board, the member in question not voting; or by a three-fourths vote of those present at a general meeting of the Association called for that purpose, provided that the provisions of this constitution are upheld.

Article V -

Section 9 - By-laws and Appointments

The Executive Board shall be empowered to make appointments, by-laws, and such administrative rules as to assure efficiency of operations, provided that such actions are not contrary to this constitution.

Section 10 - Faculty Adviser

There shall be a faculty advisor whom the Executive Board consults on all matters before it which pertain to college policy. He shall be appointed by 4/5 vote of the incoming Executive Board.

Article VI - Meetings

Meetings of the station shalll be called by the Station Manager, or may by called by any ten (10) members of the station personnel.

Meetings of the Station shall be held at least twice each semester

A quorem shall consist of two-thirds of the membership of the association

Meetings of the Executive Board shall be held once each week

A quorem of the Executive Board shall be four members.

rticle VII - Emergency Operations

Section 1 - Emergency operations may be instituted on application of the Ex. Board to Student Council or by order of the Council in writing to the Ex. Board.

Section 2 - In the event that two or more members of the Executive Board are absent from college, but sufficient students remain in college to continue operations, those remaining members of the Executive Board shall appoint new members of the Executive Board to fill the vacancies, such appointments subject to the approval of the Student Council. In the event that no members of the Executive Board remain in College, the Student Council shall hold elections from among the remaining membership of the Association to fill the vacancies. This board shall carry out the operations of the station until such time as elections are held, in accordance with this constitution, or until such time as operations are suspended.

Section 3 - In the event that station operations must be halted, the Executive Board members will be responsible for the care and storing of equipment connected with the operations of their individual departments.

The care of the furniture and rooms shall return to the custody of the college authorities.

All funds realized from liquidation of any assets shall go to the station treasury. The Student Activities Office shall be custodian of and responsible for the treasury, and shall have the power to disburse funds from said treasury for station debts, or in the interest of the station, Student Council, and the Student Association of Amherst College.

Section 4 - In the event that the radio station suspends operations, the operations may be resumed by a petition to Student Council signed by at least 20 students interested in running the radio station. By an affirmative vote of the Student Council operations my be resumed, at which time the Student Council will execute its authority as outlined in Section 2 of this article.

rticle VIII - Affiliation

Any affiliation of the station with any other radio station, radio network, or adio association must be ratified by a majority of the Association in meeting assembled.

ticle IX - Amendments

Amendments may be proposed by the Executive Board or any member in meeting and ll become a part of the Constitution when ratified by three-fourths of the Association n meeting assembled, and approved by the Student Council.

WAMF
The Amherst College Radio Station
Walker Hall
Amherst, Massachusetts

December 17, 1949

Dear Friend,

Along with our best wishes for the new year we should like to take this opportunity to inform you of the present status of the Amherst College Broadcasting System. We feel that much current talk around campus concerning WAMF is misleading and represents a bygone era in the history of the station.

Since the beginning of the present school year we have repainted and improved several of our offices. We also hope to complete the remodeling of our studios in the near future. At present the WAMF Technical Director is installing new transmitting equipment and building an entirely new and enlarged control board. When this is completed we expect that all Amherst students will have good reception. Under this new set-up most of the members of the faculty will also be able to hear the college station.

The Programming Department of WAMF in conjunction with that of WMUA at the University of Massachusetts broadcasts from 3:00 pm. on weekdays and 7:00 p.m. on the weekends. WMUA and WAMF are in a joint network called the Pioneer Broadcasting System which is the first and only college radio broadcasting network in New England. Part of our broadcasting time will be set aside for the faculty to meet any educational needs.

WAMF is now waiting for permission from the Western Massachusetts Electric Company to use their primary circuits to carry our signal. This hook up will enable us to alleviate most of the difficulties we had with our older and more cumbersome system.

No matter what the power company's answer may be, we are well organized and ready to serve the college community as the "Voice of Amherst College."

Despite the rumors, WAMF is "on the go" and will be heard with considerably improved reception very soon. Please feel free to visit our studios in the basement of Walker Hall to see what we are doing in the field of college radio. Wishing all a very Merry Christmas and a prosperous New Year, we remain

Respectfully yours,

Robert R. Vance, Jr.

For the Staff of WAMF
Amherst College
Amherst, Mass.

Poll sent to all college stations, trying to consolidate facts & figures concerning liquor sponsorship -- we felt the liquor clause was meant to be the same as that in regular radio -- strict interpretation by administration was losing us valuable revenues.

WAMF
Amherst College Radio Station
Amherst College, Amherst, Mass.

December 9, 1950

Dear Station Manager:

WAMF is faced with a report to be presented to Amherst College before the first of the year, and we would appreciate your assistance in this questionaire before Christmas, if possible.

We are particularly interested in setting up a policy regarding advertisements over the air of businesses in any way connected with the sale of alcoholic beverages.

INSTRUCTIONS: On the enclosed postal-card check yes or no to the numbers corresponding to the questions bwlow.

Would you answer yes or no to taking advertisments from the following sources?

1. A local bar which derives its entire income from the sale of wine, beer, and liquor. This establishment is much frequented by the college crowd.
2. A national distillery such as Schenley and Old Forester advertising their products.
3. A national brewery such as Schlitz and Pabst advertising their beer.
4. A local roadhouse with a place for dancing that serves dinner, snacks, and drinks.
5. A package store (liquor store) using its name to advertise such items as potato chips, ice, soft drinks, free check cashing, etc., however never mentioning liquor.
6. The owner of the local package store wishing to use his name only (i.e. George Brown operating the B & B Package Store) in a public service presentation ending a program with: "This newscast was presented to you as a public service through the courtesy of George Brown".

Again we would appreciate your help in this matter.

Thank you for your cooperation,

WAMF-Business Department

WEOS OF THE INTERCOLLEGIATE BROADCASTING SYSTEM

RADIO UNLIMITED
COLLEGES OF THE SENECA
GENEVA, NEW YORK

January 10, 1951

Radio Station WAMF
Amherst College
Amherst Massachusetts

Gentlemen:

I would appreciate hearing from you regarding the results of your survey concerning advertisements by a business connected with the sale of alcoholic bererages. We are naturally interested in the outcome of this study since it would have a bearing on future types of advertising over our own station.

Sincerely,

Peter M. Bardach

Peter M. Bardach
Station Manager

PMB:jc

answered Jan. 17-51 telling that we shall send results in a few weeks as not yet compiled.

Section 3.187 Station Identification. - (a) A licensee of a standard broadcast station shall make station identification announcement (call letters and location) at the beginning and ending of each time of operation and during operation (1) on the hour and (2) either on the half hour or at the quarter hour following the hour and at the quarter hour preceding the next hour: Provided.

(b) Such identification announcement need not be made on the hour when to make such announcement would interrupt a single consecutive speech, play, religious service, symphony concert, operatic production or forum of longer duration than 30 minutes. In such cases the identification announcement shall be made at the beginning of the program, at the first interruption of the entertainment continuity, and at the conclusion of the program.

(c) Such identification announcement need not be made on the half hour or quartershours... (as in part b) ... In such cases an identification announcement shall be made at the first interruption of the entertainment continuity and at the conclusion of the program, Provided, That an announcement within 5 minutes of the times specified in subdivision (2) of paragraph (a) of this section will satisfy the requirements of identification announcements.

(d) In the case of variety show programs, baseball game broadcasts, or similar programs of longer duration than 30 minutes, the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(e) In the case of all other programs the identification announcement shall be made within 5 minutes of the hour and of the times specified in subdivision (2) of paragraph (a) of this section.

(f) In making the identification announcement the call letters shall be given only on the channel of the station identified thereby...

Section 3.188 Mechanical Records. - Each program broadcast which consists in whole or in part of one or more mechanical reproductions shall be announced in the manner and to the extent set out below.

(a) Each program of longer duration than 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by appropriate announcement at the beginning of the program, at each 30-minute interval, and at the conclusion of the program; Provided, however, that the identifying announcement at each 30-minute interval is not required in case of a mechanical reproduction consisting of a continuous uninterrupted speech, play, religious service, sym-

phony concert or operatic production of longer than 30 minutes.

(b) Each program of a longer duration than 5 minutes and not in excess of 30 minutes, consisting in whole or in part of one or more mechanical reproductions, shall be identified by an appropriate announcement at the beginning and end of the program.

(c) Each such program of five minutes or less, consisting in whole or in part of mechanical reproductions shall be identified by an appropriate announcement immediately preceding the use thereof; Provided, however, that each such program of one minute or less need not be announced as such.

(d) In case a mechanical reproduction is used for background music, sound effects, station identification, program identification (theme music of short duration) or identification of the sponsorship of the program proper, no announcement of the mechanical reproduction is required.

(e) The exact form of identifying announcement is not prescribed, but the language shall be clear and in terms commonly used and understood. A licensee shall not attempt affirmatively to create the impression that any program being broadcast by mechanical reproduction consists of live talent.

Section 1464 (of U.S. Criminal Code) Broadcasting Obscene Language. - Whoever utters any obscene, indecent, or profane language by means of radio communication shall be fined not more than $10,000 or imprisoned not more than two years, or both.

W A M F
"Amherst College Radio Station"
Amherst, Mass.

January, 1952

Dear Station Member:

The annual station meeting of WAMF will be held on Wednesday, January 30, 1952 at 8:00 p.m. on the second floor of Walker Hall.

At this meeting will be given a financial report of the station; the organization of the freshman competition will be discussed; and elections of the Board of the Radio Station will take place. If you can not attend, kindly fill in the enclosed proxy and leave it in the Station Mgrs mailbox in Walker Hall.

Sincerely,
WAMF - Amherst College

Edwards R. Hopple
Station Manager

I, ______________________, do hereby proxy my vote to the present board of the padio station for the meeting of January 30, 1952. The vote is to be cast for the recomendees of the board as a whole.

Signed: ______________________

Date: ______________________

WAMF ------- 610 kc.

In May of 1948, the Trustees of Amherst College loaned $3000 for the building and equipping of a radio station at Amherst. This loan, plus an abandoned boiler room, plus a slightly used coal bin, plus a group of small but energetic students constituted the beginnings of WAMF, the Amherst College Radio Station.

At the end of a long preliminary construction period, WAMF took to the air, and in the space of two short months had won a sizeable listening audience. Its signal, too, was of high quality: as fine as those of any surrounding professional station, although not nearly so powerful, due to FCC restrictions.

In March of 1950, Wamf, WCSR (Smith College), and WMUA (University of Massachusetts) banded together to form PBS, the Pioneer Broadcasting System...the first all-college network in the history of the country. The importance of PBS was indicated by favorable articles in the New York Times, the New York Herald Tribune, Newsweek, The Billboard, Mademoiselle, and the Boston Herald, to name a few.

An increase in the size of the Network has led to the need for facilities and equipment of a higher quality than we have on hand. WAMF has begun the building of a new studio designed to remedy the needs of the technical department (more comprehensive, sounder equipment) and the Program Department (larger, more versatile facilities). In spite of the high expansion costs, we at WAMF are going ahead with plans to bring our audience and advertisers a higher type of program with a stronger signal.

Projected Plans for curing the "Sick Man"

Existing Evils:

I. Interdepartmental Chaos....On several occasions there have been departments doing the same thing, contacting the same individual for the same purpose, etc. Question, e.g., of Sports Department & Business department contacting WSFL re: advertising situation.

Similarly, one department, acting for itself and another department has not informed the other dep't. as to arrangements made.

The main fault here lies in the fact that department heads have not the time to run around seeing everybody they should see. Communications is so fouled up between Tech. PGM., and Business Departments, that no one ever has time to submit material to Promotion, Public Relations department.

Chaos exists between:
1. News Dep't. and everybody
2. Ass't. TPM & everybody
3. Adv. & Commercial depts.
4. Commercial Dep't. & Producers (regarding broadcasting of Commercials)
5. Sports & Business Dept.

II. Intra Departmental Chaos:

Within Pgm. Dep't., producers not notified of changes....ie, xx did not kn of changes....they were posted, but producers did not read the board.

Rather than dwell at length, we will say that both within and between departments, comminucations have broken down, or that information is being transmitted in a haphazard, informal manner. In short, the organizational channels are n.g.

III. No less a real problem is the personnel shortage. To be solved (we hope) by a monstrous influx of frosh at mid-semesters.

IV. Program Manager is overworked....Possible division of function.

Personnel Roster - WAMF - alphabetical

Alheim......Ancr
Baldwin.....Member at large, Chief Ancr
Barker......Engr
Bonoff......Ancr
Brockman....Ancr
Child.......Engr
Coates......Engr
Coy.........Ancr
Crane.......Prodcr
Davis.......Asst Prodcr Ancr
Donati......DJ
Durfey......Ancr DJ
Earle.......Asst Prodcr
Elder.......Engr
Epstein, M..Prodcr
Epstein, R..News Ancr
Fernandez...Ancr
Finberg.....Ancr
Fingeret....Comm Copy
Fink........Ancr
Forsythe....Ancr
Gallagher...DJ
Gates.......Asst Prodcr
Erf.........News Dir
Gay.........Prom
Guenther....Ancr
Gordon, Jno.Ancr
Gordon, Joe.Engr
Halsey......Ancr
Hartman.....Engr
Hopple......Bus Mgr
Hubbard.....Prod Dir
Humphries...Engr
Jordan......Sports Ancr
Joyce.......Engr
Keast.......Asst TPM
Kumm........Engr
Lancaster...Sports Dir
Marsh.......Rem Eng
Marshall.........Engr
Marvin...........Sports Ancr
Millard..........Asst Prodcr
Morgan...........Dramatics Dir
Munson...........Ancr
Nugent...........DJ
Pritchard........Ancr
Royce............Engr
Schragg..........Asst Prodcr
Singer...........Ancr
Sowers...........Engr
Stern............Engr
Stoker...........Prodcr
Shapiro..........Ancr
Straight.........Engr
Vance............Sta Mgr
Walls............Mus Libr
Waterman.........News Ancr
Weinstein........Ancr
Whitbred.........Ancr,
Wilkoff..........Advt Mgr, News Ancr
Wurman...........Engr
Yull.............Engr
Zeller...........Asst Prodcr
Asst TPM

AMF
"610 ON YOUR DIAL"
ERST COLLEGE BROADCASTING SYSTEM
WALKER HALL • AMHERST, MASS.

The Amherst College News Bureau

General News Editor	David E. Gyger, '52
Sports Editor	Paul H. Geithner, '52
Director	Horace W. Hewlett, '36

Affiliated with the Office of Public Relations, the Amherst College News Bureau releases items of interest concerning the college, the faculty, and the student body. The Bureau is divided into the three categories of general news, sports, and "home town" reporting. Members are the campus representatives of both metropolitan and local newspapers and of national wire services. Journalistic experience may be gained in the writing of various forms of news and feature stories; an insight into the operations of newspapers and magazines may be acquired; and remuneration in the junior and senior years may be expected.

The competition for membership is open to sophomores in the autumn and freshmen at mid-term. Successful candidates become assistant correspondents until the end of the first half of their junior year, at which time senior correspondents are selected to head the departments of general news, sports, and "home town" coverage.

Interested students should contact the Director in Walker Hall.

WAMF, The Amherst College Broadcasting System

Station Manager	Edward R. Hopple, '52
Production Director	Robert O. Morgan, '52
Business Manager	Jerold B. Wilkoff, '53
Technical Personnel Manager	Hubert R. Zeller, '53
Treasurer	John H. Holdsworth, '52

Now in its fourth year of operation, WAMF is firmly established as Amherst's newest and one of its most popular major extra-curricular activities. In 1949, WAMF became a charter member of the Pioneer Broadcasting System, a six-college intercollegiate network.

Present facilities at WAMF include three studies, two control rooms, a four thousand record library, and the news service of a UP teletype. Programming is varied, ranging from recorded music of all kinds to dramatic presentations, campus and world news, forums, and play-by-play accounts of major sports events held away from Amherst.

The station is operated entirely by an undergraduate staff, auditions being open at any time for all students except first-term freshmen. The current membership includes 72 students. WAMF is on the air daily from 2:30 p.m. to 11:00 p.m., and also from 8 to 9 a.m. Mondays through Fridays. Sunday hours vary. The station is located in the basement of Walker Hall, where visitors are always welcome.

PROSPECTUS FOR "AMHERST SPEAKING"

The purpose of this record is to provide a cross section of Amherst ife during the year 1951-52 by means of dramatizing incidents, highlights, nd speeches of the Administration and student leaders. The idea is comp- rable with Edward R. Morrow's "I Can Hear It Now" HAMLET, AMHERST WITH USIC, STAY LOOSE, DQ, Dean Wilson, President Cole, Max Hamill, Student ouncil, Tug Kennedy, Al Lumely, Bill Wallace, Woody Woodward, Phil Kalodner, illiams Football Game, Frosh Sohpomore riot and rope pull, and many more eople, events, and problems of the college are presented. In other words t is a composite of an average year at Amherst.

The quality and price of the record are excellent. The Allied Record- ng Laboratories of New York are cutting the record from a master tape ade here at the College. It is a 12 inch LP, both sides with about fifty inutes of listening time. We are selling it for ~~EX~~ $3:00. A comparable ecord on the commercial market would cost $4:85.The material is Good, he fidelity excellent, and the price a bargain.

The record will be available during exam period or immediately fterwards. If the customer has left college we will either send it to his ome or deliver it next fall. The same procedure will be followed for send- ng bills.

This record has tremendous appeal for anyone who has been connected th Amherst for any length of time.

Election Special

The Amherst Journal, in cooperation with Amherst Radio Station WAMF, will bring election results to Amherst listeners during the evening of November 7. Returns will be broadcast as they become available over the local station whose frequency is 610.

There will be a general meeting of all station personnel in Room 2, Walker Hall, Monday, February 27th. Please initial below. If your name is not on the list, please add it.

- Alheim
- Baldwin
- Barker
- Brockman
- Child
- Coates
- Coy
- Crane
- Donati
- Durfey
- Earle
- Elder
- Epstein, M.
- Epstein, R.
- Fernandez
- Finberg
- Fingeret
- Forsythe
- Gallagher
- Gates
- Gay
- Guenther
- Gordon, Joe
- Gordon, John
- Halsey
- Hartman
- Hopple
- Hubbard
- Humphries
- Jordan
- Joyce
- Keast
- Kumm
- Lancaster
- Marsh
- Marshall
- Millard
- Morgan
- Munsen
- Nugent
- Pritchard
- Royce
- Schragg
- Singer
- Sowers
- Stern
- Stoker
- Straight
- Tresel
- Walls
- Waterman
- Whitbread
- Wilkoff
- Wurman
- Yull
- Zeller

WAMF
AMHERST COLLEGE
Amherst, Massachusetts

NOTICE TO ALL STATION PERSONNEL WHO HAVE MEMBERSHIP CARDS.

This constitution has been passed as it stands by the Student Council and needs only ratification by the Radio Station Personnel. Thus you are asked to sign it below to indicate you accept the constitution, or sign your name with No after it if you do not. This is important so please get your John Doe on this sheet PDQ. Thanx - EH

1. Ed Hooke
2. J. [illegible]
3. [illegible]
4. D. A. Fink
5. Jo B. Wilcock
6. George Murphy
7. R. M. Walls Jr.
8. Edward Smith
9. Robert Morgan
10. [illegible]
11. J. W. Bae[illegible]
12. John Holdsworth
13. W. R. Z. [illegible]
14. V. H. Joyce, Jr.
15. A. Sowers - NO
16. John Baker
17. J. Draaykamp
18. Robert P. Mason
19. Ronald Koch
20. [illegible]
21. Bob Campbell
22. D. M. Leighton
23. R. C. Knowles (NO)
24. J. S. Lancaster (NO)
25. D. Shaw
26. G. Gibson Gardner
27. R. Marvin
28. Peter Schrag
29. R. M. Earle
30. James J. Jordan Jr.

Additional ones sign here

We, the undersigned, do hereby recommend Raymond M. Walls, Jr., to fill the term of MEMBER-AT-LARGE of Radio Station WAMF recently vacated by James Fernandez. because no one else is fit either.

~~WAMF~~

1. Richard M. Haywood
2. R. T. Millis
3. John Humphrie
4. D. A. Fryer
5. Tod Pickett
6. Ed Conway
7. James Jordan
8. Daniel M. Coleman
9. W. David Maledy Jr.
10. Ralph B. Bristol
11. Dave Sumpter
12.
13.
14. Rick Gould
15. Ed Melick
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VAMF

610 ON YOUR DIAL

AHERST COLLEGE BROADCASTING SYSTEM

WALKER HALL · AMHERST, MASSACHUSETTS

STATION PERSONNEL:

We have a sponsor who will cover all the costs of PBS working Between WCSR, Smith College and WAMF, Amherst. In order to enter into this arrangement it is necessary to get the consent of a majority of the personnel of WAMF.

If you are in favor of this (i.e., a network between Smith and us), just sign below. If you are not in favor, write NO after your name.

—As long as contract lasts

Thanx EH

SIGN HERE

ed Hepple
D Engelmann
M. Earle
Schragg
Walls
Gould
Shaw
ob Bauman
d Pickett
vid R. Goldberg
ill Fisher
Ed Conway
Burt W. Griffin
Robert O'Brien
uward Smith
14

C. Taylor
M. Mitchell
R Haywood!!!!!
R Humphrey
[illegible]
A Coy
D G Fingert
A. D. Engelmann
H. Silbaugh
C Black
~~Louis O'Rooney~~
FA Warman
Miller Yes
Fred Werner
17

H.R. Zeller
R. Benneyan
W. D. Dean
Bill Basset
Bill Millard
Jordan
D McCauley
G. Gardner
H Edelstein

38
enough!

W A M F - Board Meetings (X) Coordination Meeting ( )

DATE: Sept. 25, 1951 TIME: 7:00 pm

DISCUSSION: Testing Oct 1 1951

P.B.S. → If advertising –

Al Guest – Better Programming –

D. Earle — Program Dir. —

Music & news & Sports

Schragg → Recommendation: News —

$160.00 ←

Sports boy do it — 6 games

News ⇒

10% adv. to salesman | O.K.

ASSIGNMENTS:

✓ Hopple

~~Morgan~~

✓ Wilkoff

✓ Zeller

✓ Fernandez

– 4 – al Guest, –

8097
clu Pbe

W A M F - Board Meetings (X) Coordination Meeting (A)

DATE: Zoo Valentine Oct. 15th TIME: 7^00

DISCUSSION:

✓ Smith-Bowdoin game

✓ Network -

✓ Keys - No's -

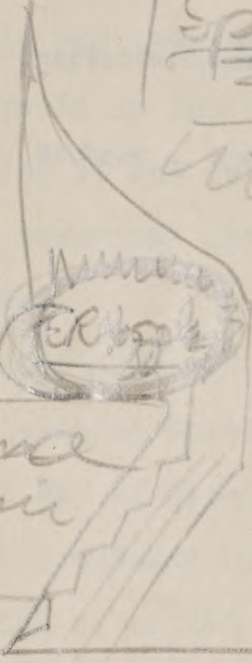
Clean-Up - ☑

Earle — Spent
— Men

Wells — dance
— music

write Mr Boardman
Marsh W

Sports - Bud Hewlett



ASSIGNMENTS:

Hopple ✓ Al Durst

~~Morgan~~ Earle

Wilkoff ✓

Zeller ✓

Fernandez

Board Meeting - December 6th, 1950

1. Policy on keys altered to allow all those men concerned to have one for their own possession.

2. Other discussion on particular and important matters will be reported just as soon as they are more substantial. Oh?

Respectfully submitted,

Richard L. Epstein

WAMF - Executive Board~~s~~ Minutes for May 17, 1950

Meeting called to order by the Station Manager at 6:20 p.m.

It was decided to offer a tentative contract to Mr. Jewett as technical maintainance man for next year. He will, if he accepts be responsible for the Professional Equipment in Projected Studio C as well as serving as transmitter checker.

WAMF will drop its membership in IBS when its present term expires. This because its membership in IBS is in direct violation of the PBS constitution, which it has ratified.

There was discussion of the technical setup in projected Studio C.....nothing definite was decided.

It was announced that on Monday night of this week Miss Selma Pierson, President of WCSR, was elected President of PBS.

It was decided that the last day of broadcasting will be Saturday, May 27, 1950.....the last broadcast will be Party Line.

A general Station meeting will be called for Wednesday, May 24, at 7:00... .....

The meeting was adjourned at 7:10

Respectfully submitted,

R.L. Epstein, Member-at-large

Board Meeting September 21st, 1950

Agenda of Discussion:

1) Review of history of replacement of transmitter and ultimate location in Barrett Hall. At this point there are several more hours of work before station can operate.

2) Mr. Morgan reported on fall operations and program schedule. It is to be noted that instead of time expansion there will be an effort towards better broadcasting.

3) Station personnel meeting called for Monday, September 25th.

4) Discussion of Student Council recomendations and the effort of WAMF to incorporate certain of these same into policy.

5) Details of arrangements discussed (of a financial nature) for broadcast of sports events.

6) Completion of Studio C/

7) Board to change elections (of Board members) to February rather than May in order that WAMF may better conform with general campus policy on this practice.

Respectfully submitted,

Richard L. Epstein

Richard L. Epstein,
Member-at-Large

VAMF

"610 ON YOUR DIAL"

HERST COLLEGE BROADCASTING SYSTEM

WALKER HALL • AMHERST, MASS.

Wednesday, September 28, 1950

Following is the agenda of discussion at the meeting of the Executive Board:

1. It was announced that we are on the air in good shape, and with a permanent transmitter which, barring fire and catastrophe, will serve us for years to come.

   x x
   Is appreciation of his fine job during the transmitter crisis, Jack Humphries was elevated to the post of Chief Engineer of the Station.

2. It was announced that the opening of the station for the year would be adequately covered in the local papers.

3. The network schedules have been ok'd., the University will be delayed in getting on the air owing to a shortage of announcers, many regulars having been lost last year.

4. All members of the station were urged again to sell their Newsweek subsctiptions.

Respectfully submitted,

R. L. Epstein

Richard L. Epstein,
Member-at-Large

Board Meeting - October 4th, 1950

Agenda of Discussion

1. Especial commendation to Ray Walls for his initiative, outstanding effort, and earnestness on behalf of WAMF in the construction of Studio C.

2. The conditions and situtation of the following were briefly discussed: studio appearence, status of games to be broadcast.

Respectfully submitted,
Richard L Epstein
Richard L. Epstein,
Member-at-Large

AMF
"610 ON YOUR DIAL"
ERST COLLEGE BROADCASTING SYSTEM
WALKER HALL • AMHERST, MASS.

Board Meeting- October 11,1950

X# Agenda of Discussion:-

1) Details of the WAMF show at the Amherst Theatre on Oct. 18th
2) All station personell are urged to make an earnest and continuing effort to maintain the physical appearance of the Studios and offices in top shape. In line with this, newscasters are suggested to keep special care of the many items of copy used or not used.
3) Arrangements were put in order for establishing a new type of communications sytem (day-to-day) among various deptpartmental heads.

Respectfully submitted,
Richard L. Epstein
Richard L. Epstein,
Member-at- Large

Board Meeting - Oct 18, 1950

Agenda of Discussion:-

1) The appearance of the station physical still noted as being quite poor. Personnel earnestly urged to attempt to be more careful.
2) Brief and initial discussion regarding departmental and personnel organization and respective functions. Nothing to be done in line with this immediately.
3) Resolution:- (adopted unanimously)

   "Until further notice, it shall be the ultimate responsibility of the Program Director to provide to all stations concerned satisfactory formats for each remote broadcast originated by am WAMF unit."

Respectfully submitted,

Richard L. Epstein,
Member-at-Large

W A M F - Board Meetings (X) and Coordination Meeting (X)

DATE: February 28, 1951 TIME: 6:00

DISCUSSION: Board

M+W Policy - Expand Classical library (9-10 a.m.) classic Show

M Whitnaur transcriptions here -

W Garrison - get interested

W Credit - Jeff Bookshop - for classical

1 HMC - voted down WAMF & making [illegible]

Guest! P.B.S.
WMUA
Constitution
wardwell ~~Woodbridge~~ - local news
Coverage - C.E. Hopper

Wilkoff, Hopple, Morgan - PBS representative

6:25

Earle - listening for humanities
Baldwin - contact Garrison

ASSIGNMENTS:

✓Hopple - P.B.S. - constitution
✓Morgan - wardwell ~~Woodbridge~~ - local news
✓Wilkoff
Zeller
✓Fernandez
✓Guest

W A M F - Board Meetings ( )   Coordination Meeting ( )

DATE: March 5   TIME: 6:10

DISCUSSION:

Basketball — OK'd
P.B.S. - get meeting
clamp down — all depts.
Advertising — up. it
see Guest about alumni

ASSIGNMENTS:

Hopple — P.B.S. Meeting — alumni
Morgan -
Wilkoff - get P.B.S. Report.
Zeller -
Fernandez

6:30 6:10

W A M F - Board Meetings (X) Coordination Meeting (X)

DATE: MARCH 7 — '51 TIME: 6:10 - 6:20

DISCUSSION:

(taxi - Noah Webster Osmun -

Co-ord — Advertising Rate Card — (5-11) 25% off all around -

Competition

14th Meeting — Preferential System —
7:00 p.m.

* * * *

BOARD Meeting →

Freshmen — 6 — on reg. spots to fill!

V.P. →

Bob MORGAN →

Special Board Meeting — 6:00 p.m.

1. accurate statement in writing
2. P.B.S

Acct Recievable
contracts
FINANCIAL Report

Vote on withdrawal if not forthcoming - in writing.

Ivy?, etc. —

Coordination —

Murphy
Holdsworth — Adv - billing 3/8/51

ASSIGNMENTS:

✓Hopple — No Swearing! — call: WMUA, Meeting on 14th 7:00

✓Morgan

✓Wilkoff — T. Walsh for —

✓Zeller

Fernandez

W A M F - Board Meetings (X) Coordination Meeting (X)

DATE: April 18 TIME: throughout evening!

DISCUSSION:

take Frosh off asst's jobs!

WALLS for scheduling

write temple, I.B.S.

Get on Publicity Committee !!!! —

adv. for games

Use WAMF on record!

Special tech work { 10 days advance / form & file

Shampoo ad — when — PBS.

ASSIGNMENTS:

✓ Hopple — check shmo — PBS — Trinity — IBS

✓ Morgan

✓ Wilkoff

Zeller

✓ Fernandez

AMF

"610 ON YOUR DIAL"

ERST COLLEGE BROADCASTING SYSTEM

WALKER HALL ✦ AMHERST, MASS.

May, 15,1950

To Whom it may Concern:

Since February 1950, I have been a member of the five man board of radio station WAMF, serving in the office of Technical Personnel Manager. Robert R. Vance has been the Station Manager up until the election of a new board early this month; he has officiated at meetings of the board every Wednesday evening in this period ,without exception that I can recall.

All questions of importance to the station as a whole have been duly discussed and decided upon in these weekly meetings, except where put to the entire station membership as specified in the constitution. To my recallction,the Station Manager voted only once, which was a case of a tie between the other four on the board. In every other case,it has been by majority of four that decisions were made.

Philip D. Knowles

May 17, 1950

To Whomsoever It May Concern:

Since January 25, 1950 I, John Hubbard, have been Program Director on the Executive Board of WAMF, the Amherst College Broadcasting System, and have been present at all Board meetings except one until such time as the new Board was elected in by the annual elections.

All five members of the Executive Board participated freely and equally in any questions of importance which came before the Board. It is my opinion that all questions of importance to the station WAMF did came before the Board.

Robert R. Vance Jr., Station Manager/President during the administration at the time of my office, served in his position according to the Constitution of WAMF in an advisory and coordinative manner and at only one instance, at the occasion of a tie vote of the Board, did he vote. All other decisions of the Board during the administration of my office were made by a proper percentage of the votes of the other four members.

John Hubbard

John Hubbard

Since my installation on the executive board in February (my capacity: that of Member-at-large), the board, Headed by Robert Vance as Station Manager, was, to the best of my knowledge, consulted on all issues of importance brfore the station. These issues were discussed around the table, each member giving adequate expression of his views. These meetings of the board were held weekly: Wednesdays at 6:00 p.m. I was in attendance at all of these meetings.........

James D. Baldwin

May 15, 1950

August 6, 1950

Dear Jim:

I got your letter (i.e., it finally caught up with me having traveled all over the eastern part of the United States. I'll list all I have to say on the subjects you covered, so please forgive the continuity of the paragraphs etc.

I don't see any reason to suck off Walter Johnson by giving him a honorary position - we asked him to ins/pect the wiring, and if he didn't, that certainly shouldn't cause us any trouble, as long as we have a copy of some sort of a letter which we have sent asking, then no one can hurt us. The wiring is O.K. - they've certainly forgotten about it, and if any asks (and the won't) if it's o.k., say it has been inspected. The best deal on that score is to keep or traps shut. It was only a technicallity that they brought out when they were in dire straights. -- they didn't even know what they were talking about.

Studio "C" is a problem, financially, etc. We can put about $300 into mikes, or some equipment. If we could get W. E. (through Seller, your father, or whatever was cooking last year) to come up with a mighty fine discount or some "gratis" equipment, we will be all set. Anything you can do on that will be swell, but I suggest we get into action. (PDQ)

Trinity and Wesleyan are going to be in the network - the network MUST start on September 27th, which means we have to get on the stick - Network meeting the previous Saturday. I'll let you know more about it as soon as SELMA contacts me. This network is going to be a fabulous thing, and in order to keep up with TRINITY etc. , we have to have some good production men -- that seems to be your field, so you and Epstein better work out some sort of system of who is elligible to be on network shows, and who is not of that calibre. I suggest we have very few and let them work often - the news department has to get on the ball, and get GOOD men and enough so that we have network calibre. That department will have to be good. The Sports dept, will be on theball, I think.

The Publicity depar ment, of cours , is another headache -- If the advertising contracts are signed, we'll be able to make a budget. In the promotion field we have Roger Marshall, unfortunately, -- the whole department can be under your jurisdiction if you want it; otherwise, I'll do my best to work it into something.

Wilkoff will be advertising mgr., at least Phil and Dick say they'll veto him back as long as he shapes up - if not, out he goes permanently -- I agree with it, so I'll send him a note and tell him to get on the stick and cut the other organizations short - shorter than hell - it'll be dog eat dog this year for advertising. I'm sure he'll get enough - Dick Cutting will be in thecredit department - and I'm going to get one other in the advertising end, and that'll round it all out. I'll be working lot for P.B.S. - Avic and Graskamp can work out the commercial stuff, I'm sure.

Phil says he can get a reconditions grand piano for $110.00 delivered. It's what were after for Studio "C" - I told him to go ahead and get it if he found out it was well worth the money - seems its a good brand -

Bob Vance has sent you some literature on the operations of the network from a technical point of view - he is going to be on hand to help us install the stuff. I'm going to be in school the day after labor day, and I suggest that we get seven or eight of the fellows to come up earl and finish all thebuilding in "C" and around the place so that we will be ready to go, etc. You ought to write Walls, Zoller, Avio, Jerry, Humphries, Roger Marshall, and any others that might show sc interest. If we (Epstein, Knowles, & Morgan might come early too) get all that stuff done, get all the summer records catalogued, etc then we can concentrate on getting the production stuff organized, getting the damn network running. I suggest you drop them a linea ask if they'll come up a week early - they can all find some place sack out.

I can't think of anything else off hand, but if something com up, I'll drop you a note. I look forward to a good year if we can keep forging ahead - I'm sure we are well enough established that t incoming freshmen will realize that there is a station, and will be anxious to join it come February. If you want to contact me, you write me at UNDERWOOD, ESSEX CO., N. Y. (Via: New Russia). Look forward to seeing you anddiscussing future plans - a assume you'll at school at least a week Before it starts.

See you,

Ed

WAMF - Freshman Questionaire

Class of ______

(1) Name ____

(2) Address ____________________ City & State ______________

(3) College address ______________________________________
(If not known, leave blank-we will fill in)

(4) Check field of interest:

( ) Technical equipment
____ Building equipment
____ Operating equipment (No experience necessary)

( ) Business

( ) Promotion and Publicity

( ) Programming and Production
____ Continuity and Script writing
____ Commercial writing
____ Announcing
____ Music Library work
____ Music programming
____ Sports broadcasting
____ News
( ) Broadcasting
( ) Writing and editing
____ Dramatics
( ) Writing
( ) Directing and producing
( ) Acting

(5) List any experience such as work on publications, radio, other activities; also special interests that may be of value, such as familiarity with certain recorded music, sports, etc.

(6) Are you considering a career in radio or in any related field mentioned above? ( ) Y E S ( ) N O

* * * * * * * * * * *

I wish to take advantage of the special student rate for NEWSWEEK MAGAZINE checked below:

( ) 17 weeks for only $1.25
( ) 35 weeks for only $2.50
( ) one year for only $4.50
(regularly $6.50)

Use the college address above. I will pay when billed by WAMF. ( ) Bill my parents.

illiam V. Wallace, Jr.
CHAIRMAN

John S. Davis
MANAGING EDITOR

The Amherst Student
AMHERST, MASSACHUSETTS
Established 1868

The Newspaper of Amherst College

Alva Moog, Jr.
BUSINESS MANAGER

Julian D. Conover, Jr.
TREASURER

Allan S. Lerner
SECRETARY

The Amherst Student

Wednesday, December 20, 1950

STUDENT COUNCIL REPORT ON WAMF INVESTIGATION

Last night the Student Council released the following report on its investigation of the three recently-dismissed WAMF officials:

This is a report of the Student Council of Amherst College with regard to its actions on Friday, December 15 concerning the suspended personnel of station WAMF and with regard to its findings and final rulings following the hearing given Messrs. Baldwin, Hopple and Wilkoff on Monday, December 18. This statement is a clarification and modification of Section 1 of the Student Council decision on December 16. Sections 2 and 3 of that decision still stand. These concern WAMF's Student Tax for the second semester of 1950-51 and the Student Council's supervision of WAMF's financial affairs.

In making its report the Council wishes it understood that its actions have been taken with the best interests of the college in mind and, in particular, is a service to the Student Association which it represents. Council firmly believes that its action is fully justified and that it is protecting the rights of the Student Association to the fullest extent of its ability.

Furthermore, the Council wishes it understood that it considers, in general, the business management of WAMF to have operated in a most commendable manner in trying to make the radio station worthy of Amherst College. We especially wish to commend Edwards R. Hopple for his work in the development of the radio station. Again we wish to state that the following conclusions in no way reflect adversely upon the moral integrity, honesty or intentions of Mr. Hopple.

A. EDWARDS R. HOPPLE

When Edwards R. Hopple became Business Manager he assumed responsibility for the functions relating to his position as manager. We regard it as a function of his position to be responsible for those actions which relate him in his capacity as Business Manager to the Student Association represented by the Student Council. We therefore define management to include all actions which shall be made by the Business Manager in fulfilling the responsibilities of his office, not only those which are concerned with the radio station's business operations but also those concerned with the station's relationship with the Student Council and the Student Activities office.

In view of this definition, the Student Council has unanimously found that Edwards R. Hopple has mismanaged on two counts.

1) Failure to inform the Council of the expense of moving the transmitter from Stearns to Barrett. This was ordered by college authorities before the beginning of the college year when Council was not in session. However it was an expense of $370.00 in excess of WAMF's budget, and no mention of this expenditure was ever made to Council by Mr. Hopple until December 14, when he told Council that this bill had to be paid immediately. In May 1950 following the WAMF investigation Council issued a directive to all organizations on Student Tax, to wit "In the event that further expenditures beyond proposed budgets are deemed necessary they shall be submitted to the Council for consideration." In view of this directive, Council has unanimously held that Mr. Hopple's actions in the case of the transmitter constitute mismanagement.

2) In a letter to Arthur Davenport dated Nov. 16, 1950, Mr. Hopple stated that certain bills amounting to $545.11 must be paid soon because of pressure from creditors. Mr. Hopple suggested that they be paid out of the $800 to be received from the Student Tax next semester. He closes his letter with the following statement:

"When these bills are paid, the radio station will have no creditors who are pushing, and will go until June with no additional financial aid other than what is left from the Student Tax after the above bills have been subtracted."

Mr. Davenport relayed this letter to the Council. The Council decided to look into the matter. The forthcoming statement from the WAMF Business Manager was quite different from that in the above mentioned letter.

In his statement before the Council Thursday, Dec. 14, Mr. Hopple stated that WAMF should either be granted a tax increase or it would be forced to liquidate. Mr. Hopple subsequently asserted on Monday, Dec. 18, that he did not mean to say on Thursday that liquidation would be the result if no Student Tax increase were forth coming. Yet the Council was unanimously of the opinion after hearing Mr. Hopple that the financial condition of WAMF was so bad that liquidation of the Station would be the only alternative to a greatly increased tax for next semester. (In this, Mr. Hopple's figures were accepted without question though it was

PROGRAM DEPARTMENT

The Program department has numerous responsibilities, and its organization varies from year to year, according to the personalities of the students interested in the station. It is the main-core in deciding policy of programming, and is directly responsible for the following work, along with practically anything else that comes along that does not go be definition to another department.

The program department material given here concerns the following functions, which by no means exhausts the list:

Prepare copy, schedule programs, prepare advanced schedules, assign personnel, dev lope new program ideas

Has control of the following departments:

Music -- taking care of all records, sound effect records, etc.

News -- local and Teletype

Sports -- Teletype and Play-by-play

Drama -- Preparing scripts, giving shows, etc.

The Program Dept. is responsible for competitions, training personnel, standardizing methods, etc.

Along with the Technical Dept., the Program Dept. organizes and handles all the building, painting, decorating etc. of offices.

Sends notices to Faculty members, etc. to tie-in broadcasting with academic work.

Prepares notices, directories, and does the scheduling, training, and "hiring" of announcers -- and well as program talent.

Handles all other "trouble" spots -- having direct connection with every other department.

N E W S

SPOT

Here are the latest United Press Headlines.

And here's the weather forcast for Springfield and vicinity.

Next regular United Press newscast at (TIME). This is the Pioneer Broadcasting System.

AST

(TIME, DAY, DATE). Time for ____ minutes of the latest news, compiled from the wires of the United Press and edited in the W A M F newsroom. (NAME) reporting.

And that's the news at this time. Next regular United Press newscast at (TIME). Your reporter was (NAME). This is the Pioneer Broadcasting System.

RLD TONIGHT

ood evening. This is (NAME) with The World Tonight - a summary of the day's events and the news behind the news, brought to you daily except Saturday at this time.

nd that's the latest news of the national and international scene as it looks from here. This is (NAME) reminding you I'll be back $\left\{\begin{matrix}\text{tomorrow}\\\text{Sunday}\end{matrix}\right.$ night at this same time with more commentary and late bulletins. This is the Pioneer Broadcasting System.

CUE (LAST FIVE SECONDS OF EVERY PROGRAM)

This is the Pioneer Broadcasting System.

TION BREAK

(FIRST: IMMEDIATELY AFTER PBS CUE) Stay tuned for (TITLE OR TYPE) .

(ON A COMMERCIAL BREAK: READ COMMERCIAL)

(LAST: IMMEDIATELY BEFORE END OF BREAK) Six-ten on your dial, W A M F, Amherst College. The time, ________. (TO THE NEAREST MINUTE)

RGENCY ANNOUNCEMENTS

(AFTER 15 SECONDS OF DEAD AIR) One moment please.

(AFTER 30 SECONDS OF DEAD AIR) We regret that due to circumstances beyond our control we are unable at this time to {bring you / continue} (TITLE) . Instead, an interlude of recorded music.

(DURING LAST FIVE SECONDS OF TIME ALLOTED FOR PROGRAM) Time limitations force us to cut off the end of (TITLE) . This is the Pioneer Broadcasting System.

OF EMERGENCY

(RETURN TO PROGRAM) We return you now to (TITLE) .

(TURN OVER TO PROGRAM WHICH IS ABOUT TO START) We bring you now the program scheduled for this time.

(TURN OVER TO PROGRAM WHICH IS UNDER WAY) We bring you now (TITLE) , the program scheduled for this time, which is now in progress.

REDIT

(BEGINNING) The following program is transcribed.

(END) The preceding program was transcribed.

L ON

    (morning.
Good{afternoon. This is station W A M F, owned and operated by the
    (evening.
students of Amherst College. Studios are in Walker Hall, Amherst, Massachusetts. W A M F broadcasts on a frequency of six hundred and ten kilocycles, under authority of section 2.102 (two-point-one-oh-two) of the regulations of the Federal Communications Commission. The time, ________. (TO THE NEAREST MINUTE)

OFF

Six-ten on your dial, W A M F, Amherst College. The time, ________. We will resume broadcasting at _(TIME)_ {today. tomorrow. W A M F is owned and operated by the students of Amherst College. Studios are in Walker Hall, Amherst, Massachusetts. W A M F broadcasts on a frequency of six-hundred and ten kilocycles, under authority of section 2.102 (two-point-one-oh-two) of the regulations of the Federal Communications Commission. This is _(NAME)_, speaking for [_(NAME)_, your engineer, and] the entire staff and wishing

      (very good day.
you a {pleasant evening.
      (very good night.

ITUTION (DURING THE TIME ALLOTED FOR THE PROGRAM)

(TITLE), normally heard at this time, will not be presented {today this evening. It will, however, be brought to you _(DAY)_ at this time and

                                   (morning
regularly thereafter. This {afternoon in its place we present
                                   (evening
(TITLE).

EMENT (DURING THE TIME ALLOTTED FOR THE PROGRAM)

(TITLE), formerly heard at this time, is {now presented at _(DAY & TIME)_. / no longer being presented. In its place, we bring you _(TITLE)_.

COPY FOR

PROG. DATES

W A M F ····· OPERATIONS SCHEDULE ····· P B S

DATE Friday, September 29, 1950

PRODUCER Gates

ASST. PROD. ---

STAFF ANCR.

TIME ON	LENGTH	PROGRAM	PERSONNEL	ORIGIN	DEST.	REMARKS
5 59 40	20	Sign on	La Baer	A	Local	Any program may be sent network on special request for testing
6 00 00	14 30	INS News		B	Local	
6 14 30	30	Break	LaBaer	A	Local	
6 15 00	14 45	Deep Purple Time (1)	LaBaer	B	Local	
6 29 45	15	Break	LaBaer	B	Local	
6 30 00	14 45	Deep Purple Time (2)	LaBaer	B	Local	
6 44 45	15	Break	LaBaer	B	Local	
6 45 00	14 30	Deep Purple Time (3)	LaBaer	B	Local	
6 59 30	30	Break	Staff ancr	A	Local	
7 00 00	14 45	Jazz		B	Local	
7 14 45	15	Break	Staff ancr	A	Local	
7 15 00	14 30	National Sports		B	Local	
7 29 30	30	BREak	Staff ancr	A	Local	
7 30 00	@ 29 30	5 Centuries of Fr. Mus.	---	E T	Local	50 (J 24-25)
@ 7 59 30	@ 30	Break	Staff ancr	A	Local	
8 00 00	29 30	Strictly Wax	Gates	B	Local	
8 29 30	30	Break	Staff ancr	A	Local	

TELEPHONE CHART:

1214 JK

Page No. ______

Rooms ______________

	RAMP	HOLE	OTHER	NAME	H	M	L	W	C	N	Room

Void Side

PERSONS THAT USE THE PHONE WILL BE CHARGED THE PRICE OF THE CALL
40% (INCLUDING THE 25% THE PHONE COMPANY CHARGES US) ON ALL CALLS
R $1.00. CALLS OVER $1 WILL PAY 40% on the 1st $1.00 AND 25% ON
OVER. THIS IS TO BE USED TO COVER THE PHONE BILL SERVICE! IF YOU
T WANT TO PAY IT, THEN DON'T PHONE! LOCAL CALLS ARE FREE.

TIME ON	LENGTH	PROGRAM	PERSONNEL	ORIGIN	DEST.	REMARKS
8 30 00	29 30	(Untitled)	Earle	B	Local	
8 59 30	30	Break	Staff ancr	A	Local	
9 00 00	29 30	Night Cat Serenade	---	WMUA	---	Indefinite.
9 29 30	30	Break	Staff ancr	A	Local	
9 30 00	14 45	INS News		B	Local	
9 44 45	15	Break	Staff ancr	A	Local	
9 45 00	64 30	Symphony Hall				
10 49 30	30	Break	Staff ancr	A	Local	
10 50 00	9 30	INS News		B	Local	
10 59 30	30	Break	Staff ancr	A	Local	
11 00 00	120 00	Night Owl (8 segs)	Gates	Control	Local	15-sec. breaks at quarter hours.
1 00 00	45	Sign off	Gates	Control	Local	

ELEPHONE CHART:

Page No. ______

1214 JK

oom: ______

HAMP	HOLE	OTHER	NAME	H	M	L	W	C	N	Room

Void Void

ERSONS THAT USE THE PHONE WILL BE CHARGED THE PRICE OF THE CALL
40% (INCLUDING THE 25% THE PHONE COMPANY CHARGES US) ON ALL CALLS
$1.00. CALLS OVER $1 WILL PAY 40% on the 1st $1.00 AND 25% ON
VER. THIS IS TO BE USED TO COVER THE PHONE BILL SERVICE! IF YOU
WANT TO PAY IT, THEN DON'T PHONE! LOCAL CALLS ARE FREE.

TEMPLE UNIVERSITY
PHILADELPHIA 22, PA.

DEPARTMENT OF RADIO - SPEECH - THEATRE

INSTITUTE
WORKSHOP

DEBATE COUNCIL
UNIVERSITY THEATRE

April 2, 1950

Fellow Broadcasters:

As a Temple University delebate to the very successful Conference, at Northampton, Mass., I, was told by many college radio students that their biggest problem was lack of knowledge of radio production methods. Many delegates expressed a desire to receive practical training such as that offered at Temple University and we feel that there are students in other schools who might have the same desire.

Well, here is your chance. On the weekend of April 27-28 there will be a Production Clinic at Temple University combined with the I.B.S. Region 3 meeting.

Here is what we plan: Registration from 2 to 3 on Friday followed by a tour of the station. All delegates will be, welcome to attend a typical Radio class at 4:30 (Program Planning and Building). After dinner (which will be covered by Registration fee), the students will participate in WRTI operations as follows: Each visiting station will bring a recorded program done by their station (not over 15 minutes). We will broadcast these shows and they wo;; be appraised by students and experts through an Electric Audience Reaction machine - this way you will see how your station compares with others. We shall also have demonstrations of dramatic productions, dual orientations, and news editing.

At the same time, the member stations of Region 3 will hold their Spring meeting. If other regions wish to hold their Spring meetings at this time, space will be provided.

Saturday will be devoted to actual production of shows with practical instruction, dellegates taking part. This will be directed by the Temple University Radio faculty. It will not be a series of lectures on theory but will be very practical, so come with pencil and paper and be prepared to learn.

At the Banquet Saturday night, awards will be presented for the best show submitted and the best in Region 3 Round Robin series. The cost of the Banquet will be covered by the $3.50 registration fee.

This conference is being planned for your benefit and entertainment and we hope that your station will take advantage of this opportunity and send delegates. Please return the enclosed information card as quickly as possible. Thanking you I remain,

Sincerely yours,
Gordon Mc Intyre
Gordon McIntyre

TEMPLE UNIVERSITY
PHILADELPHIA 22, PA.

DEPARTMENT OF RADIO - SPEECH - THEATRE

DIO INSTITUTE
DIO WORKSHOP

DEBATE COUNCIL
UNIVERSITY THEATRE

Hello again,

Spring is here, and I guess you enjoy this time of year as well as I, or anyone else. BUT BEWARE -- don't let Spring fever slow you down, tie you up, or let you forget about the production clinic at Temple on April 27 - 28.

In case you have been stricken by the aforementioned disease, this letter is the medicine to cure you and remind you of this opportunity to learn radio production methods.

Enclosed is a program of operation, so that you may know what is in store for you. I sincerely hope that it will be of interest to you.

Waiting to hear from you, I remain...

Sincerely yours,

Gordon McIntyre

Gordon McIntyre

Friday, April 27, 1951

2:00 - 3:00 Registration. (lobby at W R T I)

3:00 - 4:00 Tour of Station. Observation of W R T Iand Phila. Collegiate Network in action.

4:30 - 6:00 Typical Radio Class at Temple. Delegates are invited to sit in on the class in Radio Program Planning and Building, conducted by Dr. Armand L. Hunter, Chairman of the Radio Dept. (Studio B)

6:00 - 7:30 Dinner. (Faculty Dinning Room, Mitten Hall)

7:30 - 8:30 Production No. 1 "History is My Beat" series. "Eli Whitney" by Meric Legnini. Delegates will participate in the casting, rehersal, and performance of a dramatic program under the direction of Romulo Soldevilla, Instructor in Radio and Assistant Director of the Paul Whiteman "TV Teen Club"

7:30 - 8:30 I.B.S. Session. I.B.S. delegates will discuss I.B.S. problems under the direction of Gordon McIntyre, Regional Director I.B.S. Region 3. (Studio C)

8:30 - 9:00 "Focus". Viewing of a joint single loop program, with dual originating points at the University of Pennsylvania and Temple University. (Studio B)

9:00 - 10:15 Porduction. "History is My Beat" Completes rehearsal. (St.A)

9:00 - 10:00 News Editing Session. Proceedure for editing and presenting the news, discussed and demonstrated by Professor John B. Roberts, Director of the Temple University Radio Workshop. (News Room)

10:00 - 10:15 Demonstration of Newscast (Studio D)

10:15 - 10:30 "History is My Beat" (Studio A)

Saturday, April 28, 1951

9:00 - 1:00 Production No. 2. "Passport to Eternity" An original script by Alfred Morgan. Delegates to participate in all phases of this dramatic production directed by David M. Davis, Instructor in Radio, and Production Supervisor W F I L - T V "University of the Air" (Studio A)

9:00 - 1:00 Production No. 3. "Unto Thy Seed" by Frank Colker. Delegates to participate in all phases of this dramatic production directed by Arnold Katinsky, Former Assistant Manager of W R T I and W C A U - T V News Staff, (Studio B)

1:00 - 2:00 Lunch

2:00 - 5:30 Porduction No. 2. "Passport to Eternity" repeated with students reversing productions. (Studio A)

2:00 - 5:30 Production No. 3 "Unto Thy Seed" (Studio B)

6:00 - 7:30 Conference Banquet

7:30 - 9:30 Informal Discussions

April 19, 1951

Temple University
Philadelphia, Penna.

ATT: Mr. Gordon McIntyre
Dept. of Radio

Dear Mr. McIntyre:

The staff of WAMF, Amherst College, regrets that it is unable to send representatives to the Production Clinic scheduled for the weekend of April 27-28 at Temple University.

We thank you for your invitation, and wish you every kind of success with the endeavor.

Sincerely yours,

Edwards R. Hopple
Station Manager - WAMF

ERH/weh

Ronald Dawson Associates

"Lend Lease Library"

Radio Productions

545 Fifth Avenue
New York 17, N. Y.

Murray Hill 7-6865

Dear Radio Director:

If this service interests you, you must be thinking of radio scripts, and if you are in the market for plays, you want nothing but the best.

We believe that we can offer you radio's best selection of scripts, since our library consists of second-rights to almost every dramatic program on the air. For example, if you want mystery scripts, we can give you plays that were used on such programs as SUSPENSE, THE WHISTLER, and MOLLE MYSTERY. If it is the workshop type of script that you would like to do, we have a selection from the COLUMBIA WORKSHOP series also THE CARRINGTON PLAYHOUSE. There are many other types of scripts, including adaptations of short stories, plays and novels. We're certain that your favorite dramatic show is "among those present," all of our writers being members of the Radio Writers' Guild.

Our satisfied clients include such colleges as UCL at Berkley, Purdue, Seton Hall, American University of Washington D.C., Fresno State and many others. Among the Little Theatres which are availing themselves of our services are Pasadena Playhouse, The Yakima Little Theatre of Washington, Studio Club of Sarnia, Ontario, The Corpus Christi Little Theatre, The Dock Street Players of Charleston, South Carolina, Twin City Players of St. Joe, Michigan and a host of others.

Actually, 250 Radio Stations, 75 colleges, and 100 Little Theatres are currently broadcasting our REPERTORY THEATRE, written by the writers who create most of the top radio programs. REPERTORY THEATRE offers you a wide range of plays, covering every emotion and type. There are 52 half-hours in this series, each one complete in itself. REPERTORY THEATRE may be had in blocks of 13.

At your request, we shall be very happy to send you free sample scripts, on approval.

Sincerely yours,

Ronald Dawson
RONALD DAWSON ASSOCIATES

RD:RGN

Ronald Dawson Associates

OFFER FOR 1949-1950

REPERTORY THEATRE - Now under contract to 256 stations, little theatres, and 104 colleges. This series of 52 half-hours covers every type of emotion ... may be bought in blocks of 13 or less ... consists of scripts written by radio's leading writers who are turning out today's network shows.

THE PLAYHOUSE - 13 fifteen-minute capsules of drama, comedy, mystery, murder, romance, suspense ... each script complete in itself ... small casts ... no production problems.

TELLER OF TALES - A new mystery series written by one of radio's most famous writer-director teams, Dave Kogan and Bob Arthur, currently writing and directing Mutual's thrilling MYSTERIOUS TRAVELER. TELLER OF TALES is filled with suspense and mystery. The casts are small.

HERE'S TO YOUTH - 13 half-hours ... the problems of the high school youngster dramatized ... at the end of each broadcast, sufficient time is allowed for a number of high school seniors to debate the problem just aired ... small casts ... simple production. The Junior Achievement Association of the State of Massachusetts has endorsed this series by choosing it for broadcast.

THE IBSEN CYCLE - A delightful series, comprised of the following: One half-hour script on the Life of Ibsen; two half-hour scripts on The Master Builder; three half-hour scripts on The Doll's House. Six half hours in all, a total of six wonderful weeks with the Great Ibsen!

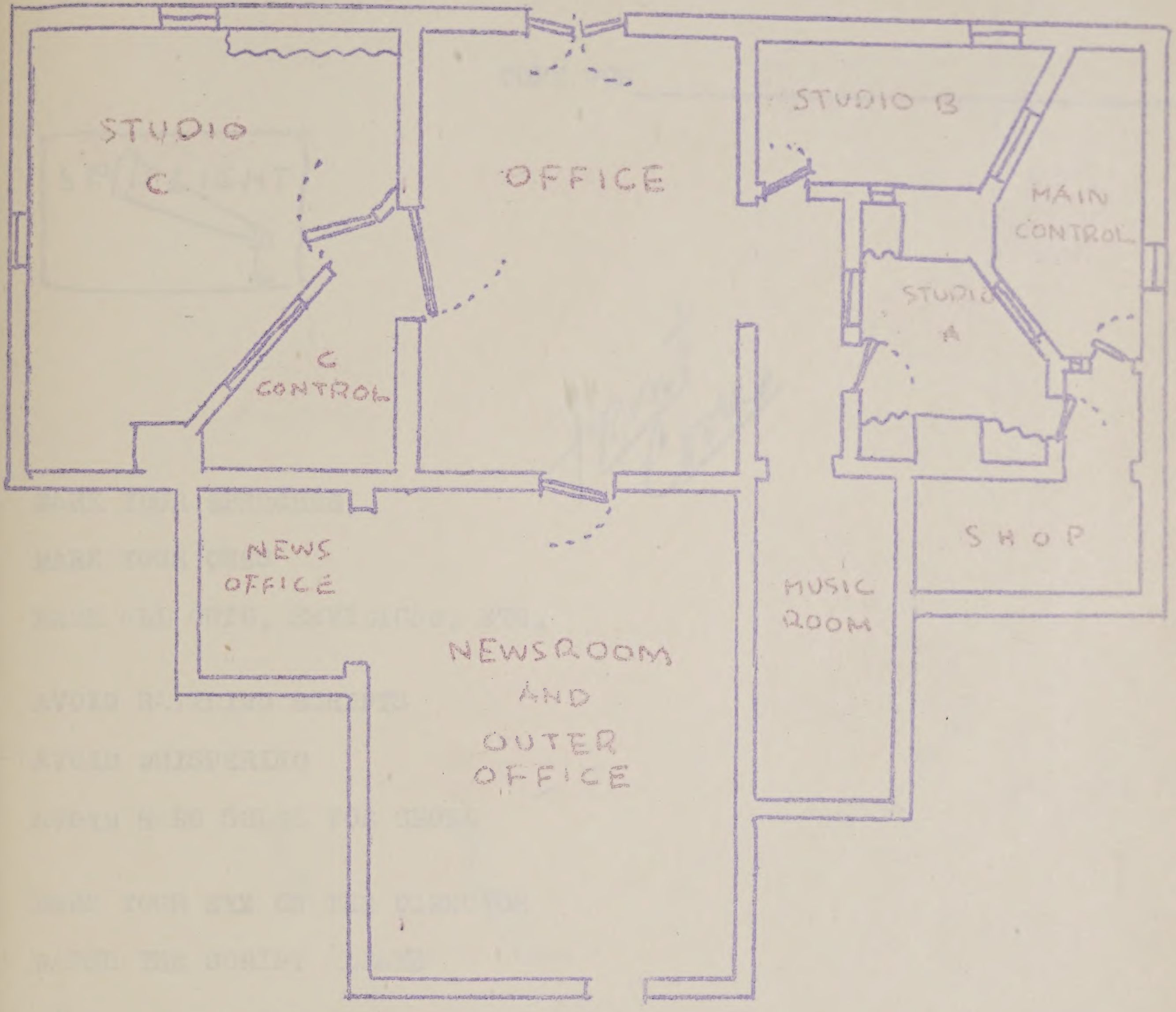
ADAPTATION THEATRE - Radio adaptations of some of the world's finest literature. Detailed list of titles available on request.

SPECIAL OCCASIONS - Half-hour scripts for: Christmas, New Year, Easter, Lincoln's Birthday, Washington's Birthday, and Armistice Day.

* * *

545 Fifth Avenue
New York 17, N. Y.

Murray Hill 7-6865


STUDIO C
OFFICE
STUDIO B
MAIN CONTROL
STUDIO A
C CONTROL
NEWS OFFICE
NEWSROOM AND OUTER OFFICE
MUSIC ROOM
SHOP

FLOOR PLAN

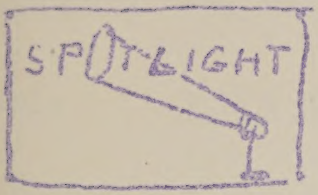
WAMF

AMHERST, MASS.

AMHERST COLLEGE BROADCASTING SYSTEM

TC2
[illegible] - 51

COPY FOR ____________________



Front Cover

MARK YOUR SPEECHES.

MARK YOUR CUES

MARK ALL CUTS, REVISIONS, ETC.

AVOID RATTLING SCRIPTS

AVOID WHISPERING

AVOID HARD SOLES FOR SHOES

KEEP YOUR EYE ON THE DIRECTOR

WATCH THE SCRIPT ALWAYS

SIGNALS:

Faster: Forefinger moved in circles
Slower: Fingers moved apart as in stretching a rubber band
Louder: hand raised with palm upwards
Softer: hand lowered with palm down
Get nearer mike: palm moved toward mouth
Get farther from mike: palm moved away from mouth
Omit optional cut: thumb ~~up~~ down
Read optional cut: Thumb ~~down~~ up
Cue: Forefinger pointed at actor

PD4-51

SPOTLIGHT: STANDARD OPENING
Pioneer Broadcasting System - W A M F

MUSIC: THEME. HOLD TO MUSICAL CUE, THEN DOWN SLIGHTLY UNDER:

ANNOUNCER: The Pioneer Broadcasting System presents ... Spotlight.

MUSIC: THEME UP, HOLD TO MUSICAL CUE, THEN DOWN AND OUT UNDER:

ANNOUNCER: Good evening. This is (ANNOUNCER'S NAME), welcoming you to Spotlight. Each week we bring you programs of poetry, fantasy, and imagination ... the unusual in radio.

Tonight we present ... (NAME OF PLAY, AUTHOR, OTHER PERTINENT INFORMATION)

Sample Cue Sheet

PD1-52

SOUND: A BANJO STRUMMED LIGHTLY, ACCOMPANYING SINGER.

SINGER: (CROONING SOFTLY, NEGRO SPIRITUAL)

Oh Lordy Je-sus
Won't you come and find me?
They put me in jail, Lord,
Way down in the jail.
Won't you send me a pro-phet
Just one of your pro-phets
Like Moses and Aaron
To get me some bail?

Oh Lordy Je-sus
It's a long time comin'
It's a long time co-o-min'
That Jubilee time.
We'll wait and we'll pray, Lord,
We'll wait and we'll pray, Lord,
But it's a long time, Lord,
Yes, it's a long time.

MUSIC: BANJO CONTINUES LOW AND SINGER HUMS TUNE UNDER:

NARRATOR: Jack Ellyat had been out all day alone,
Except for his new gun and Ned, the setter,
The old wise dog with autumn in his eyes,
Who stepped the fallen leaves so delicately
They barely rustled. Ellyat tramped them down
Crackling, like cast-off skins of fairy snakes.

(MORE)

ATTENTION:

( ) Announcer
( ) Producer
( ) Engineer
( ) Music Dept.
( ) Other

DATE: ______________________

Time: ______________ Title: ______________ Origin ______

Sponsor: ______________ Writer: ______________ Anncr: ______

There is some difficulty with the above show scheduled for the assigned time. The script or records, etc. are not in as yet. Trouble stated should be traced before air time.

TROUBLE:

FEB 23 1950

PBS

MUSIC DEPARTMENT -WAMF- MEMORANDUM

INSTRUCTIONS TO ALL ASSISTANT PRODUCERS

It will be your job to set up the records for all the day's shows as soon as you come on duty in the afternoon. Here are some suggestions that will facilitate this.

Get the record logs and scripts for all the record shows from the producer's box. There must be two copies of each. Check these against the program listing for the day. If there are any scheduled shows for which there are not record logs or scripts in duplicate, make out a blue slip indicating what is missing.

If the themes have not been placed in record racks in the music room, get them from the bottom of the right-hand compartment of the tech bench. Each envelope has a yellow card attached to it listing the name of the show, etc. Bring both the records and the envelopes for all the day's themes out to the music room. If there is a show scheduled for which you can't find the theme, make out another blue slip.

Take the programs in chronological order. Place the theme in its envelope in a record rack. Then directly behind it place all the other records to be used on the show in order. Be sure that the side which is to be played is facing forward. If you cannot find any of the records to be used on the show, noth this on a blue slip. Leave three or four spaces after each show and start stacking the next one in the same rack. Place the carbon copy of the script and of the record log in the slot with the theme, in such a way that it is quite noticeable. If there are any blue slips applying to the program, place them ther e too.

If an entire program is missing, leave sufficient room in the rack for it, and place its blue slips there. If a record is missing for an otherwise OK show, leave a slot for it too.

If transcriptions are scheduled, get them from the compartment. If VA or RESERVISTS, there will be a blurb or two in the tr anscription notebook. Get these out.

When you have finished all this, place the racks on the table outside of the tech room, unless there are any blue slips. If so, leave the racks on the table on the left in the music room, until everything is ironed out. If there is still trouble with a show by fifteen minutes before it is to go on the air, you are responsible for seeing that it is straightened out.

Just a few more tips about record care, etc:

It is assumed that you know the filing system in the record libraby. If there is anything that you do not understand, see that you find out about it from someone "in the know".

INSTRUCTIONS TO ALL ASSISTANT PRODUCERS ctd.

The envelopes are always left on the shelves in their proper place, protruding several inches so that they may be spotted easily when the records are put away. There are two exceptions to this: themes and LP's are always left in their envelopes except when they are actually being played.

The grooves of a record are extremely delicate, as is the finish. No matter how clean your hands appear, they have on their surface an acid which is extremely harmful to the surface of a record. For this reason, we ask you to handle the records by the edges and labels only - never by the playing area. Otherwise distortion is likely to develope that will be very noticeable over the air, if not on a regular phonograph.

Whenever possible, use two hands when handling a record. Most records that come to an untimely end do so because of careless handling. We now have a large record collection of which we are extremely - and justifiably - proud. With a little care and cooperation we can keep it in top shape.

The record player was placed in the music room for the benefit of disc jockeys who need to hear records in planning their shows. Its use for other purposes is to be discouraged. Be sure that both the turntable and the amplifier are turned off when not in use.

Normally, except for the music department staff, you are the only one who takes records from the shelves. Disc jockeys may do so if they need to for planning a show as indicated above. No one else may do so without the express permission of the music department or of you. Do not say "Yes" unless there is a very good reason, for other people are not likely to be as careful in the handling of records as they should be and, as has been said before, we value our collection.

Should a record get broken, do not throw it away. Put it in its envelope as usual, but write a note to the music department giving the filing number and tack it on the bulletin board.

R. Walls
P. Schrag
Librarians

J. Davis
R. Marshall
Assistants

Week of

R	TITLE	LABLE

PM2-50

RECORD LOG

Make two copies.

All record logs must be in at least TWENTY-FOUR hours before broadcast.

Place an "X" in the File # column to denote a private record.

List LP bands, flips, etc., in the "Instructions" column.

PROGRAM: ____________________

DATE: ____________ TIME: __________

ANNOUNCER: ____________________

LENGTH OF PROGRAM: ______ THEME # __

SPONSOR: ____________________

FILE #	TITLE	ARTIST	INSTRUCTIONS

PM 5-52

ARTIST

NUMBER

No.		Title	Title Other Side

ARTIST

NUMBER

No.		Title	Title Other Side

NAMF REQUEST FORM

☐

TLE

FILE NUMBER

TIST

TAKEN BY

OM

SSAGE, ETC.

NAMF REQUEST FORM

☐

LE

FILE NUMBER

IST

TAKEN BY

SAGE, ETC.

MISSING

( ) RECORD (Title: ______________________________)

( ) already in use
( ) missing from library
( ) private record

( ) SHOW (Title: ______________________________)

( ) no log or script turned in
( ) no records available in library

( ) TRANSCRIPTION (Title: ______________________)

( ) COMMERCIAL (Number: ________________________)

REMARKS:

YM6-51

UP - TO - THE - MINUTE

BASEBALL SCORES

________________ LEAGUE

	1	2	3	4	5	6	7	8	9	10	11		H	R	E

ES ____

NS ____

	1	2	3	4	5	6	7	8	9	10	11		H	R	E

ES ____

NS ____

	1	2	3	4	5	6	7	8	9	10	11		H	R	E

ES ____

NS ____

	1	2	3	4	5	6	7	8	9	10	11		H	R	E

ES ____

NS ____

W A M F
The Amherst College Broadcasting System
Walker Hall, Amherst, Mass.

September, 1950

Dear Freshman:

The staff of WAMF, The Amherst College Radio Station, wishes to welcome you to Amherst College. As a freshman you will be interested in getting acquainted with the many extra-curricular activities on campus. We of the Amherst College Broadcasting System hope that you will not fail to visit our studios as part of your orientation program.

As a second term freshman you will be permitted to join the station in one of its many branches. By looking over the station's facilities you may find some special branch of activity in which you would like to work, such as technical, music, program, business, promotion, etc. In order that we might have some idea of the interested freshmen this year, we ask that you fill out the enclosed questionaire -- and return it in the enclosed envelope. No stamp is necessary!

Aside from running a radio station nine hours daily, and participating in The Pioneer Broadcasting System (a direct line inter-exchange of programs with Smith College and U. of Mass.), WAMF acts as agents for certain products which we feel extend service to the students and faculty of a college community.

> This fall we are acting as representative for NEWSWEEK MAGAZINE, by offering just to the students and faculty of AMHERST College reduced student rates as shown on the enclosed sheet. You will soon find that current events play an important part in the classroom, as well as dormitory "bull sessions".

We all wish you the best of luck for your college career at Amherst, and hope that you will find interest in the radio station and other extra-curricular activities here on campus. If you have any questions, don't hesitate to stop in and ask us.

Sincerely yours,

Jim Baldwin

Jim Baldwin
Station Manager - WAMF

JB/h

WAMF - Freshman Questionaire

Class of ______

(1) Name ______________________________

(2) Address ______________ City & State ______________

(3) College address ______________
(If not known, leave blank-we will fill in)

(4) Check field of interest:

( ) Technical equipment
____ Building equipment
____ Operating equipment (No experience necessary)

( ) Business

( ) Promotion and Publicity

( ) Programming and Production
____ Continuity and Script writing
____ Commercial writing
____ Announcing
____ Music Library work
____ Music programming
____ Sports broadcasting
____ News
( ) Broadcasting
( ) Writing and editing
____ Dramatics
( ) Writing
( ) Directing and producing
( ) Acting

(5) List any experience such as work on publications, radio, other activities; also special interests that may be of value, such as familiarity with certain recorded music, sports, etc.

(6) Are you considering a career in radio or in any related field mentioned above? ( ) YES ( ) NO

* * * * * * * * * * *

I wish to take advantage of the special student rate for NEWSWEEK MAGAZINE checked below:

( ) 17 weeks for only $1.25
( ) 35 weeks for only $2.50
( ) one year for only $4.50
(regularly $6.50)

Use the college address above. I will pay when billed by WAMF. ( ) Bill my parents.

WAMF
"Amherst College Radio Station"
Amherst, Mass.

January, 1952

Dear Freshman:

According to the college rules, you will be eligible for competition in extra-curricular activities. We are sure that you will find that participation in them will make your college life more interesting and will give you experience that will be valuable in future years.

WAMF, the Amherst College Radio Station will conduct its freshman competition organization meeting on Thursday, January 31st at 8:00 p.m. in MEAD AUDITORIUM. Whether you are interested in actual broadcasting, radio writing, business, or technical aspects you will want to attend this meeting to find out how WAMF works and what jobs are available for you. NO EXPERIENCE is necessary! Attendance puts you under no obligation, so stop by and get the complete picture. REMEMBER: Thursday, January 31st at 8:00 p.m. in MEAD.

Sincerely yours,

WAMF

WAMF ANNOUNCER TRAINING SCRIPT

1. Ad-libbing

a) Introduce a program called "Variety Time". It's a straight 30 minute D.J. Show. Introduce yourself, and announce the first record, Les Paul and Mary Ford on "The World is Waiting for the Sunrise".

b) Sign off the show. You'll be on at the same time next week.

2. Prepared Script: (Do not read portions in parentheses.)

ANNOUNCER:

(A radio personality can be just another voice, lacking in personality, sincerity, or dynamic, attention-compelling quality, or he can be a vigorous personality who possesses the earnest quality that makes him convincing, and the foreeful tones that promote sponsor sales and make him a definite asset to the station and sponsor, alike. Facial expressions and inner dramatic interest in the material to be read--though intangible to your audience--nevertheless, influence your voice and strangely enough come out in your voice as the listener hears you.)

There's one sure way to get the best out of an investment. That's to take proper care of it. That's why the Veterans Administration is broadcasting this reminder to you veterans who hold G.I. Insurance. Proper care of G.I. Insurance includes paying your premiums regularly. And, of course, paying them on time. The Veterans Admininstration is ready to offer you every assistance in keeping your G.I. Insurance in good shape.

(That happens to be the goodwill approach in announcing. It is largely institutional and needs no high-pressure treatment from an announcer. Often in radio, however, punch copy is essential to get quick results. In such a case an announcer is a snappy salesman. He doesn't waste words, doesn't beat around the bush. He comes out emphatically with something like this:)

Better get that flick group organized in a hurry. You have just fifteen minutes to see the last show at the Amherst Theater, which starts at eight-thirty. Montgomery Clift and Elizabeth Taylor are Starring in "A Place in the Sun", at

the Amherst Theater, where there's always a good flick.

(Occasionally, the announcer will be called upon to assume a mood of dignified gaiety, and introduce a show like this:)

From out of the past.....from the roaring twenties and the thrilling thirties, we're calling on the great names of the entertainment world: performers like Al Jolson, Billy Murray, the Boswell Sisters, Sophie Tucker, Eddie Cantor;... all these and more to prove to you, our listening audience, that Vaudeville is not dead.

(And then there's the smooth, sophisticated show that usually comes on late at night and requires a low voice, a flowing style, and a script like this:)

For the next half a clock, you're grabbin' the smooth mood of Solitude. Thirty for Gerty and George and even you.....these records go with the night... You know, across the pond in London Label town there lives a Bob Dale with a not half bad voice, and the tune is a Solitude special...served on a silver platter.

(It also takes an extra special touch to be a Ted Husing or a Red Barber. Color interest, and dramatizing ability are essential to the play by play announcer:)

Out of the huddle come the Jeffs....MacMurphy over the ball...Williams up against its own goal line in a 7-1-2-1.....Davidsön is calling the signals.. Takes the ball from center...., He's fading to pass....Looks for a reciever. ... Davidson throws out on the left flat.....Intended for Brennan, but its broken up in there as two Williams men are all over Brennan and he can't hold on to it.

(An announcer on a dramatic show is most frequently called upon to give a different type of dramatic presentation. He often must set a verbal picture of the scene of the drama. In so doing , he can add greatly

to a description of the setting by actually imagining himself present, and allowing his voice to reflect slightly the emotions present in a first hand observer. The following mystery should give a lonely, eerie, chilling effect:)

There is a single farmhouse at the upper end of a mountain valley, and from here the valley descends by easy, alluvial steps to the town below, a mile or two away. About this time of year, on November nights like these, PRE-winter winds blow up through the valley, up the steps to the solitary farmhouse, and fill the night with music, insistant, mournful, and menacing. When this happens, people in these remote parts say that giants are moving up the stairway to the mountain. (The news announcer, on the other hand, should not become too carried away with his material. His tone of voice should be commanding, authoritative, and perfectly distinct. Here is the opening of today's newscast:)

A meeting is grinding on through the night in the White House---a meeting aimed at bringing an end to the strike of switchmen which has already tied up a good part of the nations railroads.

The national mediation board called union and management representatives to the conference, which started at six o'clock. It's the first time the two sides have sat down toghether to talk over the issues of their smouldering two-year old dispute since the 21st of December when they initialed an agreement later turned down by the rank and file.

CHECK THE JOBS YOU HAVE DONE AS SCHEDULED

Assistant producer____
Newscast____
News editing____
Record filing____
Staff announcer____
Cocktail hour____
House party____
Party line____
Variety time____
Deep purple time____
Commercial writing____
Advertising____
Promotion____
Technical (numbers of hours)____

EXTRA WORK DONE:

Have you had a wire-recorder audition?____ Recorder:____

NAME:______________________________

When you're talking to your roommate, or making a brief talk in class, or when you're speaking to a person in the same room, your listener depends upon (in addition to what he hears) gestures, facial expressions, lipreading, and similar aids to understanding employed by you, the speaker.

When you are behind the mike, however, your listening audience is deprived of these aids. It becomes evident, in the face of this gap introduced by the microphone, that something must be done by the speaker to overcome this loss in effectiveness, (estimated to be up to 20%).

Compensation may be provided by the announcer in the following ways:

1. He must develope in his voice a certain amount of over-inflection, but it must be introduced into his voice in a natural way. This quality may be achieved by employing the tones at both extremes of the announcer's vocal range (more "hills and valleys') to get away from that droning monotone.
2. In addition, a thorough knowledge of the content is necessary to give the illusion of interest regarding the material presented.

REGARDING DISK JOCKEY PROGRAMS:

D.J. work, and the program material in general should be held subject to definite ratios. Unless the program is of a special type, try to keep to these standards:

1. Three male vocalists to two female vocalists.
2. Two vocals to one instrumental. By instrumental we mean a record where the band is the main attraction, although it may have a vocal chorus. (E.G., Ralph Flanagan Orch. with Harry Prime on the vocal.)

A FURTHER WORD TO PROSPECTIVE D.J'S

Not considering commercials, there should be no more than 45 seconds of talk between records--preferably 30 seconds. More information or "Humorous" commentary regarding anything from the Korean situation to "why the tech didn't get the show on the air in time" will bore the audience. In addition, it defeats the purpose of the show, which, after all is to bring music to the audience, supplemented by appropriate comment from the D.J. Remember: It is not necessary to talk at length in order to get your personality across to the listeners. If you're good, they'll know it. Not all the audience is as interested in a particular record or type of record as you--keep the technical comment from becoming excessive; however, bits of little known information often go to making a better show.

TIMING

At the beginning of a show, the title should be given within thirty seconds so that the audience is not kept in suspense. There are two ways to do this. One is to befin immediately with the title, then start the theme. In this case, don't keep the theme going longer than a minute before breaking in and getting the show rolling. The other way is to start the theme first, fade down sometime before thirty seconds and give the title, then fade it up again. In this

case also, the theme should not run for a minute overall. It is good only as a brief opening indication of the type of show to follow; there is no need to play a lot of it, and never the whole record.

Time your show to the end as nearly on the exact second as you can. No more than a half minute of theme should be heard at the end of the show. This is slightly flexible, of course, and can be used as a filler to bring the show out on time. But more than a half minute of filler can sound worse than nothing at all.

CENSORING OF SHOWS

Censoring is usually left to the individual responsible fork the show (producer of the show; announcer, or D.J. if he is on his own.) But remember....NOW HEAR THIS....If in doubt, leave it out. People have been suspended for violations of generally accepted codes. Plan to word everything as if your mother was listening (this assumes mamma to be a sweet, lavender clad, moral lady.)

BREAKS AND STUFF

All shows should start exactly five seconds late to allow for network time difficulties. Say THIS IS P.B.S., THE PIONEER BROADCASTING SYSTEM five seconds before the end of every show, but continue the theme until the station break. Whenever a recording or transcription is used on a show, we are required by FCC rules to announce at both the beginning and the end of the show that music was recorded and/or transcribed. Another regulation which we must comply with is giving station identification breaks every thirty minutes. D.J.'s who are doing shows which last more than one-half hour should make especial note of this. We are allowed a five minute leeway so you need not interrupt a record in progress.

CHOICE OF LANGUAGE

Above all, avoid tritisms.

On the blacklist are: "Perenniel favorite", continual use of"an oldie", "the grand old(insert any noun)","ever popular", and the like. Sports announcers and disc jockeys would do well to compile a personal list of expressions which they will need to use. Be familiar with as many different bits of terminology as possible. Repetition and overworking of phrases is the death-knell of any announcer.

Avoid becoming associated with one particular phrase which isn't particularly significant; For example, don't always start off with; "And now....", Next recording coming up.....", "The next record will be....."-----to name only a few of the more obvious. Develop a set(more than ten) of individual introductions for records and have them at your finger tips.

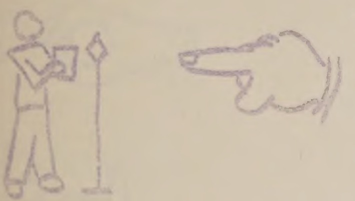
ONE FINAL WORD

You can not become a good announcer simply by reading this handbook. Practice is the only key to success. Furthermore, there is no such thing as a natural announcer. The only way to be good and enjoy announcing is constant work. You need not be before a microphone to perfect your announcing technique. WAMF has a multitudinous supply of old scripts, news casts, etc. You should take advantage of these by practicing reading them, both aloud and silently.

these
n
re responsible
for them!

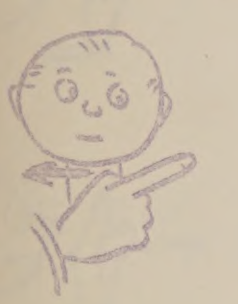
Copies available on
Morgan's desk -

HAND SIGNALS



CUE TO START OR GO AHEAD (Point at person with forefinger sharply)

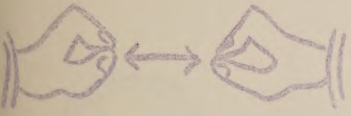
This can mean: start talking, when pointing at announcer; start record, to tech; give me the mike, when announcer points at mike.



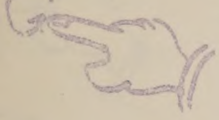
CUT (Draw finger across throat sharply)

This can mean: "Stop talking" when given to announcer; "Cut off mike" when given to tech. If meaning is unclear, first point at object or person, then give cut signal.

SLOWER (Stretch fingers apart as tho pulling a rubber band)

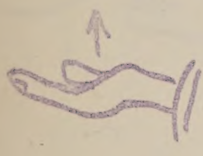


When made leisurely, means "Slow up a bit"; when made frantically, means "Slow up a good deal".,



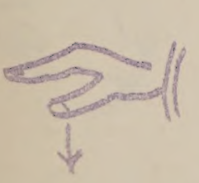
FASTER (Twirl forefinger in circles)

If made slowly, means "Speed up a bit"; if made rapidly, means "Speed up a lot".



LOUDER (Palm upwards, raise hand)

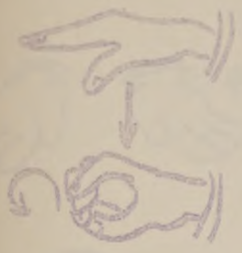
This can also mean "Bring up the volume", or "Fade in".



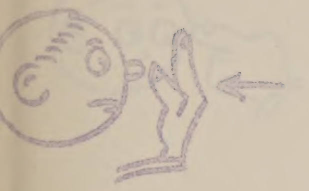
SOFTER (Palm downwards, lower hand)

This can also mean "Bring the volume down", or "Fade out".

P3-51

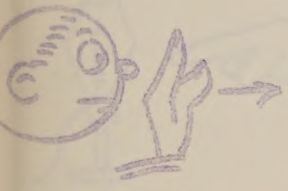


FADE OUT AND CUT. (Palm downwards, lower hand, then give a twist of the whole hand)



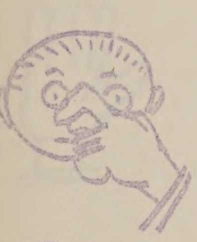
GET NEARER TO THE MIKE (Palm inwards, move hand towards mouth)

This can also be a signal to someone to move the mike nearer to a performer.



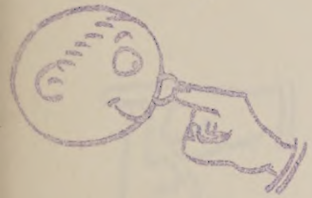
GET FARTHER FROM THE MIKE (Palm outwards, move hand away from mouth)

This can also be a signal to someone to move the máke away from a performer.



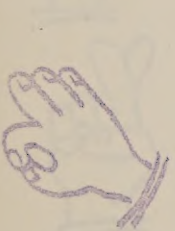
ARE WE ON TIME? (Place bent forefinger over bridge of nose)~~and look questioningly~~

Response to this may be "On the nose" signal, or a signal to speed up or slow down.



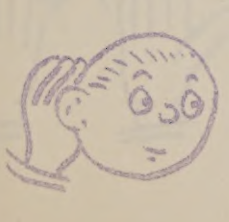
ON THE NOSE (Place forefinger on nose)

Means: "We are on time, on schedule".

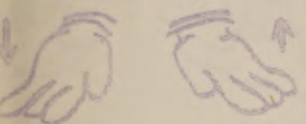


OKAY (The Ballantine sign)

Means: "It sounded all right" or "That was done correctly". This is the reply to the "How does it sound" signal below.

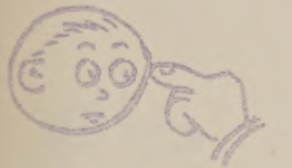


HOW DOES IT SOUND? (Cup ear)



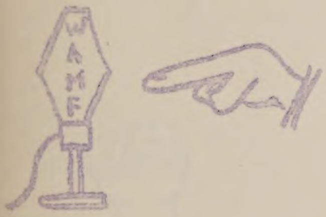
HOW IS THE BALANCE? (Raise and lower hands like a balance scale)

Means: "Am I loud enough in comparison with the music?" Used mainly for 'production' shows, not on disc shows.

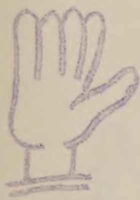


WATCH ME FOR SIGNAL (Point to eye)

This is also a get-ready signal, indicating you are about to give a cue or other signal.

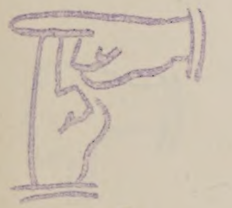


GIVE ME THE MIKE (Point to mike)

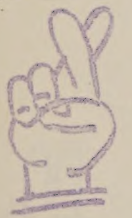


LEAVE AS IS (Hold hand up, palm forward)

This means: "Leave the mike on", or "Let the record play some more", etc.

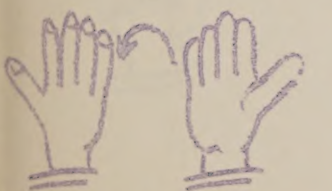


PLAY THE THEME (Make a T with forefingers)

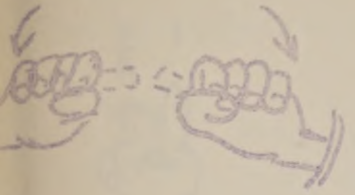


REPEAT (Cross first and second fingers)

Means: "Repeat the record" or "Do that again, something was wrong the first time".

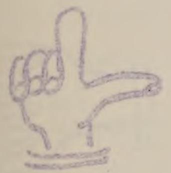


FLIP THE RECORD (Start with palm up, flip palm over)



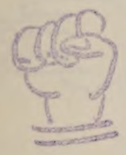
BREAK (Hold up clenched fists side by side and imitate breaking a stick)

"Give station break." or "Give PBS cue", when used with local or network signal.



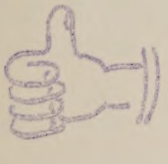
LOCAL (Form an L with thumb and forefinger)

This means "This show goes local" or, when given following the BREAK signal, "Give local break".



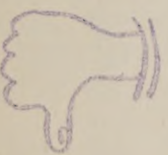
NETWORK (Hold up clenched fist)

This means "This show goes network" or, when given following the BREAK signal, "Give PBS cue".



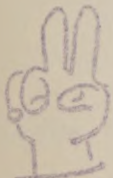
READ OPTIONAL CUT (Thumbs up sign)

When optional cuts have been included in a script for timing, this means: "Do not omit it; read script as originally written".



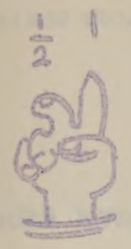
DELETE OPTIONAL CUT (Thumbs down sign)

This means: "Do not read the cut. Skip to immediately after it".



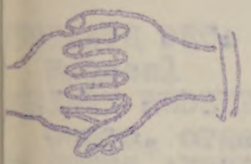
TIME LEFT TO END OF SHOW (Hold up fingers)

Signal from director to cast or announcer that a certain amount of time remains until end of show.



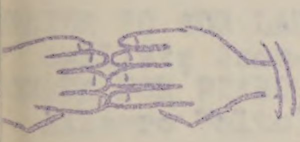
NUMBERS (Finger straight indicates 1; bent finger indicates ½)

Used in answer to questions such as "How long is the break?" or to indicate amount of time to end of show. Pic at left means one and one-half minutes to go.



SEGUE (Fingers straight, interlocked)

Given in the middle of a record, this means "Crossfade to the next record".



STACK (fingers straight, tips touching)

Given near the end of a record, this means "Go directly to the next record without spoken announcement".

AMF

"610 ON YOUR DIAL"

HERST COLLEGE BROADCASTING SYSTEM

WALKER HALL • AMHERST, MASS.

"FIVE CENTURIES OF FRENCH MUSIC"

Programs available in this series for broadcasting year 1950 - 51

PROGRAM NO. 50 (Cathedral Versailles)

JUBILATE DEO: Guillaume Bouzignac (16c). Cathedral choir under Abbe Roussel
CHRISTE REDEMPTOR: Michel Richard de la Lande (17c). Choir; Marcel Dupre, organist
TE OMNES ANGELI: de la Lande. Choir under Abbe Roussel

PROGRAM NO. 51 (Leon Boelmann)

PRAYER TO OUR LADY: Leon Boelmann (1862-1897). Jacques Ripoche, cellist; Jean-Jacques Pinchaud, pianist.
SONATA FOR PIANO AND CELLO (Maestoso, Allegro-con-Fuoco, Andante & Allegro Molto): Boelmann. Same artists

PROGRAM NO. 52 (Rebel, Balbatre)

SUITE (Caprice, Tambourine, Silicienne, Loure): Jean-Ferry Rebel (1669-1747). Solo-artists of the French National Orchestra
SONATA for 2 violins, cello, 2 horns & harpshichord (Allegro moderato, andante, allegro-assai): Claude Balbatre (18c). Same artists.

PROGRAM NO. 53 (Arrieu, Poulenc)

CONCERTO FOR VIOLIN AND ORCHESTRA: Claude Arrieu (contemporary). Jeanne Gautier, violin
MARCH IN THE STYLE OF 1890: Francis Poulenc (contemporary). French National Orchestra under Pierre Michel Lecomte
COUNTRY INTERLUDE: Poulenc. French National Orchestra
MARCH 1937: Poulenc. French National Orchestra

PROGRAM NO. 54 (Early French Choral Music)

DEUS MEUS: Isaak (15c). Anita Certier Choral Group
AVE VIRGO: Franchois (15c)
APOSTOL GLORIOSO: Guillaume Dufay (15c)
O DOMINE JESU: Adrien Willaert (16c)
POUR L'AMOUR DE MA SOULCE AMYE: Dufay
CE JOUR DE L'AN: Dufay
MAUDI SOIT: Isaak

PROGRAM NO. 55 (Contemporary piano and vocal studies)

FOR FIVE FINGERS: Debussy. Janine Weill, pianist
FOR CHROMATIC INTERVALS: Debussy
FOR OPPOSING SONORITIES: Debussy
FOR COMBINED ARPEGGIOS: Debussy

STUDY IN THE FORM OF A WALTZ IN 11/8 TIME: Jean Gras (20c). Marie Braneze, soprano; Janine Weill, pianist
VOCALISE IN THE FORM OF A HABANERA: Maurice Ravel
OUR DAILY BREAD (Vocalise I): Andre Caplet
OUR DAILY BREAD (Vocalise II): Andre Caplet

PROGRAM NO. 56 (17c French music for ancient instruments: viola da gamba and lute)

MENUET: Marin-Marais. Marcelle de la Cour, harpsichord; Elisa Clerc, viola da gamba; Denise Rehfous, soloist
CHANT: ODE TO RONSARD: Bataille (17c). Same artists
EN APPROCHANT LE BORD D'UNE CLAIRE FONTAINE: Estienne Moulinie. Same artists
SUITE FOR HARPISCHORD: Clerambault (17c). Marcelle de laCour, harpsichord
AIR D'ANTENOR: Jean Philippe Rameau. Hugues Cuenod, tenor
SUITE FOR VIOLA DA GAMBA (Fragment): Caix d'Hervelois. Elisa Clerc, viola da gamba

PROGRAM NO. 57 (Olivier Messiaen, contemporary music)

THE VIRGIN LOOKS AT THE CHRIST CHILD: Messiaen. Yvonne Loriod, piano
THE HEIGHTS LOOK DOWN AT THE INFANT CHILD
THE ANGELS LOOK AT THE HOLY CHILD
3 songs from BARAWI:
THE STAIRWAY SPEAKS, GESTURES OF THE SUN: Messiaen. Gabrielle Dumaine, soloist; Olivier Messiaen, pianist
LOVE FROM A STAR
KATCHIKATCHI, THE STARS ARE DANCING

PROGRAM NO. 58 (Nicholas Mehul)

SECOND SYMPHONY IN D MAJOR (Adagio, Andante, Menuet, Finale): Nicholas Mehul (1763-1812). Strasbourg Municipal Orchestra under Ernest Bour

PROGRAM NO. 59 (Ravel, Jolivet)

SONATA FOR VIOLIN AND PIANO: Maurice Ravel (20c). Jeanne Gauthier, violin; Yvonne Lefebure, piano
WE SWIM TOGETHER IN PEACEFUL WATERS: Andre Jolivet (20c). Sabine de Butler, soloist; Marguerite Andre-Chastel, piano
WATCHING YOU SLEEP: Jolivet. Same artists
THAT I MAY SPEAK TO YOU: Jolivet. Same artists

PROGRAM NO. 60 (Motets and Psalms of Claude Lejeune (16c))

PSALM XV. Choir of the Protestant Church of the Foyer de l'Ame under Marc Honegger
LORD, LET YOUR BLESSINGS BE UPON US
PSALM X
ON THE VANITY AND INCONSTANCY OF THE WORLD
SADNESS OVERWHELMS ME

The following programs were presented last year on WAMF, but they will be rescheduled if desired for special purposes.

PROGRAM NO. 37 (Music of the Middle Ages)

FANFARE (for trumpet and trombones): Grenon. Raymond Bonte, tenor; Stanislas Boutry, Pierre Arquey, trombones; Albert Burtin, trumpet; Jean Schricke, viola da gamba; Rene Plessier, bassoon
QUAND VOUS ME FEREZ PLUS DE BIEN: Busnoys. Same artists
TAKE THIS FROM ME: Ockeghem. Same artists
MAGNIFICAT: Binchois. Same artists
JE LOUE L'AMOUR: Charles d'Orleans. Same artists
FILLES A MARIER: Binchois. Same artists
DONNEZ L'ASSAUT: Dufay, Same artists
AVE CHRISTE IMMOLATE: Josquin des Pres. Marcel Bouraud Chorus (4 voices)

PROGRAM NO. 38 (Debussy, Faure, Vierne, de la Presle)

SONATA FOR CELLO IN D MINOR: Claude Debussy (20c). Guy Fallot, cellist
NOCTURNE: Gabriel Faure (19-20c). Guy Fallot, cello
POISSONS CHINOIS: Louis Vierne (20c). Same artist
SUITE FOR STRINGS IN G: Jacques de la Presle (contemporary). French National Orchestra under Michel Lecomte

PROGRAM NO. 39 (Couperin, Rameau, Loeillet)

CONCERT PIECES IN FIVE MOVEMENTS: Prelude; Sicilienne; Tromba; Complaint; Song of the Devil: Francois Couperin (1668-1733). Genevieve Martinet, cellist; Simone Crozet, pianist
PRELUDE; SIGHS AND THE SAVAGES: Jean Philippe Rameau (1683-1764). Same artists
TRIO FOR VIOLIN, PIANO, AND CELLO: Jean Baptiste Loeillet (17c). Louis Perlemutter, violinist

PROGRAM NO. 40 (Albert Roussel, 1869-1937)

IMPROMPTU FOR HARP: Roussel
STRING QUARTET (Allegro; Adagio; Allegro vive; Allegro moderato): Roussel

PROGRAM NO. 41 (Poulenc)

LES BICHES: Francis Poulenc (contemporary). French National Orchestra under Eugene Desormiere; Francis Poulenc, pianist
MOUVEMENT PERPETUEL: Poulenc

PROGRAM NO. 42 (Music of the 20th Century)

SONNET FOR VOICE, FLUTE, AND HARP: Andre Caplet (1879-1925). Ginette Duillamat, spprano; France Vernillat, harpist; Jean Pierre Rampal, flutist

LISTEN, MY HEART: Caplet
SUITE IN DUET FORM (Preamble, Moderate, Rather slow, Dance): Jean Cras (1879-).
COUNTER RHYMES (Awakening, Do You Remember, In Arles, We Cast Anchor): Suzanne Demarquez (contemporary)

PROGRAM NO. 45 (Chopin Memorial Concert)

LARGO FROM CELLO SONATA: Frederic Chopin. Maurice Marechal, cello; Eleanor Foster, piano
ODE TO CHOPIN: Florent Schmitt (contemporary). Marcel Couraud Chorus; Andre Collard, piano
ETUDE CAPRICE FOR CELLO: Jacques Ibert (contemporary). Maurice Marechal, cello
MAZURKA-NOCTURNE: Bohuslav Martinu. Georges Tessier, 1st violin; Maurice Hugon, 2nd violin; Roger Albin, cello; Rene Haurtefeux, oboe

PROGRAM NO. 48 (Charpentier, Corette)

EXAUDIAT TE: Marc Antoine Charpentier (17c). The Protestant Choir under Horace Aumone
CARILLONS: Michel Corrette (18c). French National Orchestra under Jean Clergue

PROGRAM NO. 49 (Poulenc)

ELOGE DES GAMMES: Francis Poulenc (contemporary). Nicole Rollet, piano
SONATA FOR PIANO AND CELLO (Allegro, Cavatine, Ballabille, Finale): Poulenc. Marika Bernard, cello

PROGRAM NO. 47 (Faure)

STRING QUARTET (Allegro Moderato, Andante, Allegro): Gabriel Faure (1845-1924). Pascal String Quartet

THE FRENCH BROADCASTING SYSTEM
in North America

Production Sheet

GAI PARIS MUSIC HALL

PROGRAM No. 30 Starring : Claude Robin

Title	Author & Composer	Cut	Time	Artists
PART I :				
Recreation	C – N. Chiboust	2	1'55	Noel Chiboust & the Gai Paris orchestra
Mon mari (My Husband)	A – J. Larue C – H. Rip	4	2'34	Claude Chenard
Un pas de chat (Pussyfoot)	A – R. Flavian C – J. Hess	6	2'20	Johnny Hess
Nuages (Clouds)	C – D. Reinhardt	8	3'30	Sarrane Ferret and his Guitar
PART II :				
Prière d'amour (Prayer of Love)	C – Signavine	2	2'17	Noel Chiboust & the Gai Paris Orchestra
Quand la nuit reviendra (When Night Returns)	A – L. Poterat C – M. Lanjean	4	3'30	Claude Robin
Un jour de bonheur (A Day of Happiness)	A – E. Marnay C – H. Heyral	6	3'20	Claude Robin
Trop tard (Too Late)	A – F. Lignas C – P. Aliprandi	8	3'35	Claude Robin

WAMF Commercial Continuity

Telephone 1050 - Ext. 239 or 1230
Amherst College Radio Station
Walker Hall, Amherst, Mass.

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nsor:	Date:
gram Location:	Time:
ouncer:	Stations:

DIRECTORY

OF FREQUENTLY CALLED
TELEPHONE NUMBERS

WAMF
AMHERST COLLEGE

spring 1951

TOLL RATES

NORTHAMPTON	
Station-to-station (5 min)	
Weekdays	10¢
Nights and Sundays	10¢
Person-to-person (3 min)	
Weekdays	20¢
Nights and Sundays	20¢
SPRINGFIELD (3 min)	
Station-to-station	20¢
Person-to-person	30¢

* NUMBERS MARKED WITH A RED ASTERISK SHOULD BE CALLED ONLY IN EMERGENCIES WHEN ALTERNATE NUMBER IS BUSY OR DOES NOT ANSWER.

Alpha Delta Phi 101 S Pleasant	AMHERST 8127
American International College	SPFLD 75331
Amherst Journal, The (Newspaper) 534 Main	AMHERST 28
Amherst Theatre (Film schedules) 30 Amity	AMHERST 810
Baldwin, Jim (Producer WAMF) Phi Gam	AMHERST 8090
Bernstein, Joe (Sta Mgr WAIC, PBS Board) Street Hall AIC	SPFLD 4-9318
Beta Theta Pi 62 Boltwood	AMHERST 8033
Boudreau, Dave (Tech Dept Head WAIC) Street Hall AIC	SPFLD 4-9318
Bristol, Ralph (News Chief WAMF) B14 Morrow	AMHERST 152-W AMHERST 1050 ext 361
Chi Phi 32 College	AMHERST 8128
Chi Psi 19 Northampton Rd	AMHERST 8097
Clarke, Edie (Tech Head WCSR, PBS Treas) Hubbard Smith	NHMM 2700 ext 365
Coggin, Dennis (Pgm Dir WAIC) 75 Dwight Spfld	
Davenport, Art (Frat Bus Mgr) Walker 13A 233 S Pleasant	AMHERST 1050 ext 218 Amherst 816-R

Davies, Dan (Pgm Dir WMUA, PBS Board) 301 Brooks UofM	AMHERST 8262
Delta Kappa Epsilon 82 Lessey	AMHERST 8084
Delta Upsilon 46 Boltwood	AMHERST 8091
Earle, Dick (Pgm Pers Dir WAMF) 203B Valentine	AMHERST 1383-W AMHERST 1050 ext 236
Fernandez, Jim (Mem at Large WAMF) Chi Psi	AMHERST 8097
Guest, Al (Fac Advsr WAMF) Walker 11 61 Lincoln	AMHERST 1050 ext 313 AMHERST 1360 *
Heidrich, Robert (B&G Head) 211 S pleasant	AMHERST 1050 ext 262 AMHERST 1050 ext 263 AMHERST 887-M *
Higgins, Larry (Chief Ancr WMUA)	
Holdsworth, John (Adv Mgr WAMF) Chi Phi	AMHERST 8128
Hopple, Ed (Sta Mgr WAMF, PBS V-Pres) Phi Delt	AMHERST 1214-J AMHERST 81111
Humphries, Jack (Chief Engnr WAMF) Jeff Club	AMHERST 9265
James Hall 1st floor 2nd floor 3rd floor	 AMHERST 1050 ext 264 AMHERST 8339 AMHERST 1050 ext 268
Jeffery Amherst Club 50 Lincoln	AMHERST 9265

Jeffery Amherst Music Shop	AMHERST 973
(Records) 1 N Pleasant	
Johnson, Herbert	AMHERST 1050 ext 325
(Comptroller) Walker 7	AMHERST 1050 ext 327
87 Woodside Ave	AMHERST 1119 *
Kappa Theta	AMHERST 81261
35 Tyler Pl	
Knowles, Phil	AMHERST 1013-M
(Fmr Tech Pers Dir WAMF)	AMHERST 81261
Kappa Theta	
Langill, Wayne	AMHERST 9-1218
(Fmr Sta Mgr WMUA, PBS Board)	
215 Greenough UofM	
Marvin, Dick	AMHERST 8038
(Sports Dir WAMF) Psi U	
Morgan, Bob	AMHERST 559-R
(Pgm Dir WAMF) Theta Xi	AMHERST 81175
Morrow Hall	
1st floor	AMHERST 1050 ext 237
2nd floor (pvt - emgcy only)	AMHERST 152-W *
3rd floor	AMHERST 1050 ext 361
Murphy, George	AMHERST 152-M
(Commercial Head WAMF) 219 B Valentine	
News Bureau	AMHERST 1050 ext 321
(Pub Rel) Amh	
North College	
North Entry (nos 1-16)	AMHERST 1050 ext 341
South Entry (nos 17-31)	AMHERST 1050 ext 213
Phi Alpha Psi	AMHERST 8076
56 College	
Phi Delta Theta	AMHERST 81111
32 Northampton Rd	

Phi Gamma Delta 81 Lessey	AMHERST 8090
Piersons, Selma (Sta Mgr WCSR, PBS Pres) 215 Clark Smith	NHAM 2700 ext 435
Pratt Hall	
1st floor (nos beginning with 100)	AMHERST 1050 ext 216
North entry (nos 209-212, 309-312, 409-412)	AMHERST 1050 ext 243
Middle entry (nos 205-208, 305-308, 405-408)	AMHERST 1050 ext 343
South entry (nos 201-204, 301-304, 401-404)	AMHERST 1050 ext 324
Public Relations (Amh News Bureau)	AMHERST 1050 ext 321
Smith College	NHAM 2700
South College	
North Entry (nos 1-16)	AMHERST 1050 ext 214
South Entry (nos 17-31)	AMHERST 1050 ext 322
Springfield Test Board (Teletype Svce)	SPFLD 6-0349 (CALL COLLECT)
Stearns Hall	
1st floor	AMHERST 1050 ext 253
2nd floor	AMHERST 81122
3rd floor	AMHERST 1050 ext 247
Student, The Amherst (Newspaper Amh) Johnson Chapel	AMHERST 1050 ext 227
Theta Delta Chi 67 Northampton Rd	AMHERST 81176
Theta Xi 62 Snell	AMHERST 81175
Teletype service (Spfld test board)	SPFLD 6-0349 (CALL COLLECT)

University of Massachusetts	AMHERST 900
Valentine Hall (2nd floor)	AMHERST 1050 ext 236
W A I C, Radio Station (AIC)	
Studio Wright Hall AIC	SPFLD 7-5336
Walls, Ray	AMHERST 559-R
(Mus Dir & Spec Ev Dir WAMF) Theta Xi	AMHERST 81175
W A M F, Radio Station (Amh)	
Studio	AMHERST 1050 ext 239
Walker Hall	AMHERST 1230
W C S R, Radio Station (Smith)	
Studio 10½ Prospect St Nham	NHAM 2700 ext 512
Wilkoff, Jerry	AMHERST 152-R
(Bus Mgr WAMF) 200A Valentine	AMHERST 1050 ext 236
W J K O, Radio Station (Spfld)	SPFLD 27487
W M U A, Radio Station (UofM)	
Studio	AMHERST 1544
South College UofM	AMHERST 900 ext 231
Business Office	
Draper Hall UofM	AMHERST 900 ext 425
W S P R, Radio Station (Spfld)	SPFLD 6-2757
Zeller, Hu	AMHERST 8090
(Tech Pers Mgr WAMF) Phi Gam	

QUICK DIRECTORY

N S C E . . PENN 2700-412

W A I C . . UPOLD 7-4136

C D T A . . AGE [illegible]

W A R F . . ABL 1230-

WAMF

PROGRAMMING SURVEY

res' Surveyed: TOTAL

Surveyor: ______

umber interviewed: ______

Date & Time: ______

	7-9am	3-5pm	5-7pm	7-8pm	8-9pm	9-10pm	10-11pm	11--
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WAMF
Amherst College Radio Station
Walker Hall
Amherst, Massachusetts

January, 1950

Gentlemen:

Radio Station WAMF is planning to inaugurate weekday morning broadcasting from 7:30 to 9:00 A. M., beginning on February 13, 1950. During this time we shall be very glad to broadcast any information which you, as members of the faculty, may desire to be known by the student body. This could include notices of cancellation of classes, changes in meeting rooms, changes in assignments, and any other vital items which might find some difficulty in reaching the student body.

We hope to establish one or two specific times when all such announcements and information will be broadcast. In this way we are going to create the student habit of listening at the specific time for school announcements.

Such information should be telephoned to WAMF (phone 239) the evening before or in the morning prior to the announcement time which is going to be set aside.

We feel that this policy gives a fine opportunity for both convenience to yourselves and benefit to the entire college community.

Sincerely yours,

J. Hubbard
Program Director

pl-1

NVR1

(KICKER)

NASHVILLE, TENNESSEE---VANDERBILT UNIVERSITY OFFICIALS IN NASHVILLE, TENNESSEE SAY CAUTION SHOULD BE USED IN PREDICTING SCHOLASTIC SUCCESS FROM PLACEMENT TESTS RESULTS.

THE INCOMING FRESHMAN WHO THIS YEAR SCORED THE HIGHEST MARK IN THE SCHOOL'S HISTORY HAS FLUNKED OUT IN HIS FIRST TERM.

CS/2/24/522/A..

INTERDEPARTMENTAL MEMORANDUM

45A-1148-25M

From Dean Carlson Date 2-28-51

To Manager WAMF In Reply to

Subject

I welcome comments, suggestions, criticisms – when the maker gives his name.

Find out – who sent the attached & ask him to find out why the lad flunked out. Then I'd like to discuss this with him – the unsigned correspondent.

AMHERST, MASS.
FEB 24
7-PM
1951

POSTAGE
3 CENTS 3

THE ADMINISTRATION
JOHNSON CHAPEL
AMHERST COLLEGE
AMHERST, MASSACHUSETTS

---

ming months we can improve the caliber of this staff. For this
mester we are confronted with an additional problem: competitors.
ith regard to this, you, personally, could aid tremendously by
king every effort to become as close to letter-perfect as you can
general radio technique. The competitors will be watching you for
nd signals, timing, etc., etc. The example you set will greatly
fluence the caliber of station members that these competitors
ventually become.

If you could help in just this simple way, I believe our
ogramming could improve another two-hundred per cent. Many thanks,
ain for the fine job you have done in boosting AMHF to the "Top
the Stack".

Very sincerely,

Burt W. Griffin

February 14, 1952

Dear :

On behalf of Jerry Wilkoff and Dick Earle, I sincerely thank you for the assistance you have given in making the past four months the finest in the short history of WAMF. Unfortunately, the mass-productive appearance of this letter detracts from the sentiments that I would like to convey; nevertheless, I honestly and personally appreciate the co-operation and assistance you have shown so far this year. In the period since WAMF resumed broadcasting in September, we have come a long way. Many of us feel that we are rapidly approaching the time when we can assert that we are not only the fastest growing organization on campus but the best as well.

Last semester our motto was "quality not quantity". In the coming months we can improve and expand upon this motif. Yet this semester we are confronted with an additional problem: competitors. With regard to this, you, personally, could aid tremendously by making every effort to become as close to letter-perfect as you can in general radio technique. The competitors will be watching you for hand signals, timing, etc; and, the example you set will greatly influence the caliber of station members that these competitors eventually become.

If you could help in just this single way, I believe our programming could improve another two-hundred per cent. Many thanks, again for the fine job you have done in boosting WAMF to the "Top of the Stack".

Very sincerely,

Burt W. Griffin

WAMF

PROGRAM | NOTEBOOK

O

section one

News Procedures

September 1950

PREPARED BY:

Robert Morgan, Program Dir.
for use with the INS (newspaper)
ticker. The new U.P. machine
made this notebook obsalete

part a

the news printer

The majority of the news broadcast over W A M F is obtained over a wire leased from the International News Service (INS). The following section describes the editing and compiling procedures associated with the INS news printer at W A M F.

The news editor who uses a news printer as his source must understand the manner in which news is sent by the INS news bureau. This is best illustrated by a big story (what would have been called an 'extra' in the earlier days of journalism). On the following pages we have reprinted, with comments, the news bulletins which were sent on the story of the South Amboy, N. J., explosion disaster in May 1950. The dispatches begin with a hazy bulletin and become more specific; finally a staff writer arrives on the scene and the real story is revealed. The story as sent on that single night runs to three leads and includes a news summary and a divisional story. It is accompanied by marginal notes which explain the method of editing it and putting it on the air.

⇨

At 8:10 you, the 9:00 news announcer, are just starting to make up your newscast when 5 bells ring.

HN46-N BULLETIN

NEW YORK, MAY 19---(INS)---A GREAT EXPLOSION ROCKED THE RARITAN BAY AREA OF NEW JERSEY TONIGHT AND FIRST REPORTS SAID AN "AMMUNITION BOAT" HAD BLOWN UP.

Insert HN47-N (later)

NEAREST POINT TO THE BLAST WAS SAID TO BE SOUTH AMBOY, N.J., BUT EFFORTS TO REACH THE TOWN BY TELEPHONE FAILED.

THE TELEPHONE COMPANY REPORTED "ALL LINES OUT TO SOUTH AMBOY."

MORE 810PCG

Note that the details are very sketchy. This story should be presented as a late bulletin, unless fuller coverage comes in soon.

It is hastily sent and should be checked for corrections.

HN 47-N BULLETIN INSERT EXPLOSION NEW YORK AFTER FIRST PARA X X X BLOWN UP.

PLOICE AT NEARBY RED BANK, N.J., CALLED THE EXPLOSION A "DISASTER" AND "CATASTROPHE."

THERE WERE UNCONFIRMED REPORTS OF CASUALTIES.

(END INSERT) 812PCG

HN48-N BULLETIN ADD EXPLOSION NEW YORK X X X AMBOY."

4 minutes later you have 14 lines, enough for a fast "lead-off bulletin" on your newscast before going on to more complete news items.

POLICE AT PERTH AMBOY, CLOSE TO THE EXPLOSION SCENE, REFUSED TO ACCEPT TELEPHONE CALLS.

"WE'RE TOO BUSY WITH THIS THING," A DESK OFFICER TOLD I.N.S. THEN HUNG UP.

CONCUSSION FROM THE BLAST WAS SO GREAT THAT WINDOWS WERE SMASHED AT THE WESTERN END OF STATEN ISLAND, AT THE OPPOSITE END OF THE BAY

②

At 8:25 there are 5 bells again.

HN54-N BULLETIN FIRST LEAD AND SUB

NEW YORK, MAY 19--(INS)---A GREAT EXPLOSION ROCKED THE RARITAN BAY AREA OF NEW YORK AND NEW JERSEY TONIGHT AND FIRST POLICE REPORTS SPOKE OF "A GREAT DISASTER."

No new information so far. This is merely a more orderly rewrite of the earlier bulletins. Those bulletins are disregarded and returned to the fox, and the 1st lead is substituted.

THERE WERE UNCONFIRMED REPORTS OF SEVERE CASUALTIES.

NEAREST TO THE SCENE OF THE BLAST, VARIOUSLY REPORTED AS HAVING OCCURRED IN A CHEMICAL PLANT AND ON AN AMMUNITION BARGE IN THE BAY, APPEARED TO BE SOUTH AMBOY, N.J.

ALL TELEPHONE LINES TO SOUTH AMBOY WERE REPORTED OUT OF SERVICE.

POLICE AT NEARBY PERTH AMBOY, N.J., SAID "THIS LOOKS LIKE A CATASTROPHE," BUT GAVE NO DETAILS.

MORE 830PCG

HN55-N BULLETIN ADD FIRST LEAD BLAST NEW YORK X X X DETAILS.

A few more details. So far it is mostly all police reports. The dateline is New York, showing that no reports are yet coming from the scene of the disaster.

STATE POLICE DECLARED A STATE OF EMERGENCY THROUGHOUT THE SOUTH AMBOY VICINITY, BLOCKED OFF ALL ROADS AND SENT OUT INSTRUCTIONS TO ALL MOTORISTS TO STAY AWAY.

EVERY PIECE OF AVAILABLE EQUIPMENT, FIRE APPARATUS, AMBULANCES, POLICE VEHICLES AND THE LIKE WERE RUSHED TO SOUTH AMBOY FROM 24 NEW JERSEY SHORE COMMUNITIES.

CONCUSSION OF THE BLAST WAS SO GREAT THE WINDOWS WERE SMASHED ON STATEN

By now you realize this is developing into a big story, so you quickly finish editing the rest of the newscast, which leaves you free to watch the printer for more details.

BUT HAD NO REPORTS OF CASUALTIES ON STATEN ISLAND.

MORE 832PCG

HN56-N ADD FIRST LEAD BLAST NEW YORK X X X ISLAND.

AN URGENT CALL WAS SENT OUT FOR ALL AVAILABLE DOCTORS AND NURSES IN THE VICINITY TO REPORT FOR DUTY.

MORE 832PCG

5 bells.

Dateline is now nearer the scene.

First data on what it was that exploded

HN60-N BULLETIN SECOND LEAD AND SUB (FOR NEW YORK DATE)

KEYPORT, N.J., MAY 19--(INS)--AN EXPLOSION OF EARTHQUAKE PROPORTIONS, TOUCHED OFF WHILE LETHAL NITRATES WERE BEING LOADED ON BARGES IN SOUTH AMBOY, ROCKED NEW JERSEY'S RARITAN BAY AREA TONIGHT AND POLICE SAID "THIS LOOKS LIKE A CATASTROPHE."

Pickup after 1st part of 3rd lead (HN 73N)

HOSPITALS WERE REPORTED JAMMED WITH CASUALTIES AND STATE POLICE SAID "THEY ARE FISHING BODIES OUT OF THE WATER."

First data on condition of hospitals.

OFFICIALS IN KEYPORT SAID THAT EVERY HOUSE IN SOUTH AMBOY, A BUSY JERSEY PORT, WAS DAMAGED.

THE BLAST WAS FELT 12 MILES AWAY, SMASHING WINDOWS AS FAR OFF AS STATEN ISLAND, AND BROOKLYN, N.Y.

Pickup after entire 3rd lead (HN 75N)

.SOUTH AMBOY OFFICIALS DECLARED A STATE OF EMERGENWY, AND MARINES FROM NEARBY CAMP EARLE AND SOLDIERS FROM FORT MONMOUTH WERE CALLED OUT TO

Getting close to air time now, but you can stay for one more page.

MAINTAIN ORDER AND PREVENT LOOTING.

MORE 855PCG

time of explosion (edit after the "EDT") note delay! 1st bulletin was at 8:10

HN61N ADD SECOND LEAD EXPLOSION (KEYPORT) X X X LOOTING.

THE BLAST OCCURRED ABOUT 7:30 P.M. (EDT) AT THE DOCKS OF THE AMERICAN AGRICULTURAL CHEMICAL CORPORATION.

FOUR BARGES LOADED WITH HIGHLY EXPLOSIVE NITRATES WERE SAID TO HAVE BEEN TIED UP AT THE TIME. THERE WAS SOME DOUBT AS TO WHETHER ONLY ONE OR MORE HAD GONE UP IN THE SHATTERING BLAST.

HN61N ends at 8:58 with more to come. Still no indication of where to pickup 1st lead. Most of the 1st lead material has now been covered, though. You discard all but the 2nd lead and run for the studio to do your broadcast. You have 23 lines on this story, a little over a minute.

ALL ROADS LEADING TO THE STRICKEN COMMUNITY WERE BLOCKED OFF BY STATE POLICE, AND EVERY PIECE OF FIRE-FIGHTING EQUIPMENT IN MONMOUTH AND MIDDLESEX COUNTIES WAS SUMMONED TO SOUTH AMBOY.

POLICE IN KEYPORT, JUST SOUTH OF SOUTH AMBOY, SAID THAT SOME PEOPLE WERE BEING EVACUATED FROM THE CITY.

MORE 858PJT

2nd lead continues to come in while you are on the air.

HN63N ADD SECOND LEAD AND SUB EXPLOSION (KEYPORT) X X X CITY.

ALTHOUGH NO CASUALTY FIGURES WERE AVAILABLE, FIRST REPORTS SPOKE OF "A GREAT DISASTER."

NO CAUSE FOR THE BLAST WAS GIVEN.

TELEPHONE LINES TO SOUTH AMBOY WERE VIRTUALLY ALL OUT OF SERVICE. WORD

⑤
Material from previous
leads is rewritten
for the 2nd lead.

MEDICAL AID WAS REPORTEDLY REQUESTED FROM NEW YORK, 34 MILES AWAY.

THE STRENGTH OF THE EXPLOSION WAS SO GREAT IN RED BANK, LONG BRANCH, AND ASBURY PARK, THAT RESIDENTS OF THOSE COMMUNITIES THOUGHT THE EXPLOSION TOOK PLACE IN THEIR OWN TOWNS.

SOUTH AMBOY HAS ABOUT 8,000 RESIDENTS AND IS A PREDOMINANTLY INDUSTRIAL COMMUNITY.

MORE 908PJT

Background
material.

HN64N ADD SECOND LEAD EXPLOSION KEYPORT X X X COMMUNITY.

THE EXPLOSION IMMEDIATELY RECALLED THE DISASTROUS BLAST AT TEXAS CITY, TEXAS, ON APRIL 16, 1947, WHEN AN EXPLOSION ABOARD THE FRENCH SHIP GRANDCAMP SET OFF A SERIES OF BLASTS AND FIRES WHICH DESTROYED MUCH OF THE TOWN OF 15,000 PERSONS.

Stressing the parallel
with this explosion

THE GRANDCAMP WAS LOADING AMMONIUM NITRATE DESTINED TO BE SHIPPED TO FRANCE AS FERTILIZER WHEN THE FIRST OF THE EXPLOSIONS OCCURRED.

EVENTUALLY 433 PERSONS WERE LISTED AS KILLED AND 128 MISSING FROM THE TRAGEDY.

910PJT

All this is coming
over while you are on
the air. There has
been nothing of sufficient
importance [illegible] you to
interrupt your broadcast.
You go off the air at 9:15
then your news to the

⑥

As you go off duty the "World Tonight" summary is just coming in. It leads off with a concise roundup of the explosion story if you don't use this on night news casts.

HN66N THE WORLD TONIGHT (MAY 19, 1950)

BY INTERNATIONAL NEWS SERVICE

NEW JERSEY'S RARITAN BAY AREA WAS ROCKED BY A GIGANTIC EXPLOSION TONIGHT AND INDICATIONS POLICE SAID A MAJOR DISASTER MAY HAVE OCCURRED.

THE BLAST WAS FELT OVER A TWELVE MILE AREA.

from now on, all material that comes over will be available for the 11:00 news announcer.

HOSPITALS IN SOUTH AMBOY, N.J., WERE REPORTED JAMMED WITH CASUALTIES AND STATE POLICE SAID SOME BODIES WERE FISHED OUT OF THE RIVER.

THE BLAST APPARENTLY OCCURRED WHILE HIGHLY EXPLOSIVE NITRATES WERE BEING LOADED ON FOUR BARGES DOCKED AT THE AMERICAN AGRICULTURAL CHEMICAL CORPORATION AT SOUTH AMBOY.

SOUTH AMBOY OFFICIALS DECLARED A STATE OF EMERGENCY. SOLDIERS FROM NEARBY FORT MONMOUTH AND CAMP EARLE WERE CALLED OUT TO KEEP ORDER AND PREVENT LOOTING.

ONE REPORT SAID THAT EVERY HOUSE IN SOUTH AMBOY WAS DAMAGED. THE POPULATION IS APPROXIMATELY EIGHT THOUSAND.

This is all rewrite material, nothing new.

AN URGENT CALL WAS SENT OUT FOR ALL AVAILABLE DOCTORS AND NURSES IN THE VICINITY TO REPORT FOR DUTY.

CONCUSSION OF THE BLAST WAS SO GREAT THAT WINDOWS WERE SMASHED ON NEW YORK'S STATEN ISLAND WHICH IS ACROSS THE BAY AND IN BROOKLYN, ALSO FRONTING ON THE WATER.

TELEPHONE LINES TO SOUTH AMBOY WERE VIRTUALLY ALL OUT OF SERVICE.

Correct spelling → TEXAS

(1)

Correct Spelling → APRIL 16, 1947, WHEN AN EXPLOSION ABOARD THE FRENCH SHIP GRANDCAMP KILLED 433 PERSONS.

MORE 918PJT

Nearly half an hour passes before more news arrives. (This time new data is available — casualties have been announced (at 9:30, only 7 minutes ago).

HN72N BULLETIN THIRD LEAD

KEYPORT, N.J., MAY 19--(INS)--EXPLOSIVE NITRATES BEING LOADED ON BARGES AT SOUTH AMBOY, N.J., BLEW UP WITH TREMENDOUS FORCE TONIGHT AND POLICE REPORTED AT LEAST THREE PERSONS WERE KILLED AND 100 INJURED.

THE FIRST CASUALTY FIGURES WERE ANNOUNCED BY MIDDLESEX COUNTY OFFICIALS AT NEW BRUNSWICK, AND WERE ADMITTEDLY INCOMPLETE AND PERHAPS INACCURATE.

ALL AUTHORITIES AGREED THE EXPLOSION WAS OF "DISASTER" PROPORTIONS.

New information says only 2 of the 4 barges exploded.

SOUTH AMBOY, WHERE EVERY HOUSE WAS DAMAGED, FELT THE FULL FORCE OF THE EXPLOSIONS, WHICH REPORTEDLY OCCURRED ABOARD TWO OF FOUR BARGES NEAR A CHEMICAL PLANT DOCK. TWO OTHER BARGES WERE REPORTED IN DANGER OF ALSO BLOWING UP.

THE FIRST BLAST, WHICH ROCKED A HEAVILY INDUSTRIALIZED AND POPULATED AREA SOME 12 MILES IN RADIUS, OCCURRED AT APPROXIMATELY SEVEN P.M.

THE FIRST CASUALTY FIGURES WERE ANNOUNCED AT 9:30 P.M.

IT WAS AT THIS TIME THAT POLICE AND FIRE OFFICIALS AT THE SCENE OF THE EXPLOSION STILL WERE FEARFUL OF STILL MORE BLASTS.

MORE 941PJT

⑧

HN73N ADD THIRD LEAD BLAST KEYPORT X X X BLASTS.

SOUTH AMBOY, WITH ABOUT 8,000 POPULATION, IS A BUSY PORT IN THE RARITAN BAY AREA OF THE PORT OF NEW YORK.

POLICE AT KEYPORT, JUST TO THE SOUTH OF THE BATTERED TOWN, SAID "THIS LOOKS LIKE A CATASTROPHE."

(PICKUP SECOND PARA SECOND LEAD X X X HOSPITALS WERE ETC.)

943PJT

This is all they have for the 3rd lead now. Pickup goes back to the 2nd lead, omitting the 1st paragraph but including all the rest.

About 6 minutes later some more details are available and are added to the 3rd lead.

HN75N ADD THIRD LEAD BLAST KEYPORT X X X CATASTROPHE."

POLICE AT NEW BRUNSWICK SAID ALL SOUTH AMBOY AND PERTH AMBOY HOSPITALS WERE FILLED AND ANY FURTHER INJURED WOULD HAVE TO BE BROUGHT TO NEW BRUNSWICK.

SEVENTY-FIVE AMBULANCES WERE REPORTED AT THE SCENE OF THE RESCUE WORK, AND CALLS WERE OUT FOR ALL AVAILABLE DOCTORS AND NURSES IN THE AREA.

STATE POLICE BLOCKED OFF ALL ROADS LEADING TO SOUTH AMBOY AND MOTORISTS WERE TOLD TO STAY AWAY.

THE COAST GUARD SENT SIX VESSELS TO THE SOUTH AMBOY DOCKS FOR DUTY AND ALL COASTGUARDSMEN IN THE NEW YORK-NEW JERSEY AREA WERE ORDERED TO REPORT TO THEIR SHIPS.

Note that rumors such as this are placed near the end of the story in a position of less importance.

A BRIDGE ACROSS THE BAY FROM SOUTH AMBOY TO PERTH AMBOY WAS SO WEAKENED BY THE EXPLOSION, IT WAS REPORTED, THAT IT WAS RULED UNSAFE FOR USE.

DAMAGE TO TELEPHONE LINES, TOGETHER WITH THE BLOCKING OF ENTRANCES

(9)

With new material added to the 3rd lead, the 2nd pickup point in the 2nd lead is moved down to the 5th paragraph.

INFORMATION AS TO JUST WHAT HAPPENED, AND THE EXTENT OF DAMAGE AND INJURIES.

STATE POLICE, ABOUT AN HOUR AFTER THE BLAST, REPORTED THAT "BODIES ARE BEING FISHED OUT OF THE WATER." THIS WAS NOT IMMEDIATELY EXPLAINED ANY FURTHER.

(PICKUP FIFTH PARA X X X SOUTH AMBOY OFFICIALS ETC)

956PJT

CM PANAMA

Now the 11:00 broadcast is coming up. You have at present 36 lines in the 3rd lead (a 2-minute story). On looking over the old 2nd lead you find that there is practically no material in it which is not covered in the newer 3rd lead. It is therefore disregarded and your story consists only of the 36-line 3rd lead. You go on with this since nothing new comes in before 11.

HN88N BULLETIN NOTE TO EDITORS:

FOR YOUR INFORMATION VETERAN I.N.S. STAFF REPORTER JAMES L. KILGALLEN IS ON THE EXPLOSION SCENE AT SOUTH AMBOY, HEADING I.N.S. COVERAGE. HIS LEAD STORY WILL BEGIN TO MOVE ON THIS WIRE SHORTLY.

(IT IS SUGGESTED THAT YOU MAY WISH TO DROP MR. KILGALLEN'S BYLINE FROM THE NEW YORK GAMBLING STORY SENT ON THIS WIRE EARLIER TODAY.)

INS NY 1118PJT

We have no more news broadcasts, but the story continues to break. An editorial note gives notice that more complete coverage may be expected soon!

From Washington a bulletin is added to the 3rd lead on their reaction to the story.

TX43N BUN ADD THIRD LEAD BLAST KEYPORT XXX ANY FURTHER.

(IN WASHINGTON, RED CROSS HEADQUARTERS REPORTED THAT SIX DISASTER WORKERS AND NURSES ARE ENROUTE TO THE SCENE, AND THE SOUTHEASTERN REGIONAL BLOOD SERVICE AT PHILADELPHIA HAS BEEN ALERTED.)

Same pickup point

(PICKUP FIFTH PARA XXX SOUTH AMBOY OFFICIALS ETC.)

(10)

Kilgallen is on the scene and sends a 4th lead and sub. This means all previous material may be shelved.

HN92N FOURTH LEAD AND SUB (TO KEYPORT DATE)

BY JAMES L. KILGALLEN

INTERNATIONAL NEWS SERVICE STAFF CORRESPONDENT

Death toll now increased from "at least 3" (3rd lead) to six.

SOUTH AMBOY, N.J., MAY 19--(INS)--TWO EXPLOSIVE-LADEN BARGES BLEW UP WITH EARTH-SHAKING VIOLENCE AT A SOUTH AMBOY NAVAL DOCK TONIGHT, KULLING SIX PERSONS AND INJURING 130 IN A "TEXAS CITY TYPE" DISASTER THAT WRECKED MUCH OF THE NEW JERSEY COMMUNITY.

Note that the dateline is now South Amboy itself.

A STATE OF EMERGENCY AND MARTIAL LAW WERE DECLARED IN THE STRICKEN DOCK CITY ON RARITAN BAY, ABOUT A MILE FROM RARITAN ARSENAL AND 22 MILES SOUTHWEST OF LOWER MANHATTAN, NEW YORK CITY.

HOSPITALS IN SOUTH AMBOY, AN INDUSTRIAL COMMUNITY OF 8,000, AND IN PERTH AMBOY, ACROSS THE BAY WERE FILLED TO OVERFLOWING WITH INJURED, MOST OF WHOM SUFFERED CUTS FROM FLYING GLASS.

This is important! Not nitrate that exploded, but ammunition. That's why Kilgallen begins his lead calling it a "Texas City type" disaster.

THE SHATTERING BLAST WAS SAID TO HAVE OCCURRED WHILE SOME 20 TO 40 MEN WERE LOADING FUSED POWDER, BLACK POWDER AND LIVE SHELLS ABOARD A BARGE. NUMEROUS LIVE SHELLS LITTERED THE SOUTH AMBOY WATERFRONT, ONE OF THEM DETONATING AS LATE AS 11 P.M. EDT, THREE AND ONE-HALF HOURS AFTER THE EXPLOSION OCCURRED.

Insert HN102N later

SEVERAL OTHER BARGES CAUGHT FIRE BUT WERE PULLED AWAY FROM THE DOCK. WHETHER THE BURNING VESSELS HELD EXPLOSIVES WAS UNKNOWN, BUT OFFICIALS SAID THE DANGER OF FURTHER EXPLOSIONS HAD ~~PAST~~ PASSED.

Correction.

MORE 1142PJT

HN93N ADD FOURTH LEAD EXPLOSION (KILGALLEN) SOUTH AMBOY X X X PAST.

More small details.

THE GIGANTIC BLAST WAS FELT 50 MILES AWAY IN TRENTON, AND SHATTERED WINDOWS IN STATEN ISLAND AND BROOKLYN, N.Y.

MAYOR JOHN D. LEONARD, WHO WAS LOOKING AT A TELEVISION SHOW WHEN THE BARGE BLEW UP, IMMEDIATELY INVOKED EMERGENCY MEASURES. HE SAID LATER:

"I THOUGHT IT WAS AN ATOMIC BOMB."

SIX HUNDRED SOLDIERS FROM NEARBY FORT MONMOUTH, WITH FIXED BAYONETS, PATROLLED SOUTH AMBOY'S STREETS, AIDED BY NATIONAL GUARDSMEN, SHORE PATROLS AND MARINES FROM CAMP EARLE, AND 75 NEW JERSEY STATE TROOPERS.

THE VESSEL ON WHICH THE MAIN BLAST OCCURRED WAS SAID TO BE A 200-FOOT LIGHTER.

Pennsy railroad is now brought into the story.

A PENNSYLVANIA RAILROAD OFFICIAL PLACED DAMAGE TO THE LINE'S PROPERTY ALONE AT FIVE MILLION DOLLARS. HE SAID SEVEN BOX CARS AND FOUR LIGHTERS WERE RUINED.

THE WATERFRONT BUILDINGS OF THE AMERICAN AGRICULTURAL CHEMICAL CORP., AND THE N.J. CENTRAL LIGHT AND POWER CO. WERE ALSO SEVERELY DAMAGED. THE CITY'S BUSINESS DISTRICT WAS REDUCED TO A SHAMBLES, WITH VIRTUALLY ALL STORE FRONTS DEMOLISHED. SCARCELY A WINDOW REMAINED INTACT.

Human interest.

WITNESSES TOLD OF A DEAFENING DETONATION AND A BLINDING FLASH, AND ONE SAILOR ABOARD A COAL BARGE, CHARLES BERSEN, 55, OF NEW YORK, RELATED:

"SUDDENLY IT ALL WENT PING! I WENT UP WITH THE CABIN AND FLAMES BROKE OUT. I CLIMBED ON TO THE PIER. IT BLEW MY SHOES OFF."

HN96N ADD FOURTH LEAD EXPLOSION (KILGALLEN) SOUTH AMBOY X X X OFF."

A CHECK OF HOSPITALS SHOWED SOME 150 PERSONS WERE SO SEVERELY HURT AS TO REQUIRE HOSPITALIZATION.

OFFICIALS AT ALL SOUTH AMBOY AND PERTH AMBOY HOSPITALS SAID, HOWEVER, THAT "HUNDREDS MORE" WERE HURT AND EITHER GIVEN AID ON THE SPOT OR TREATED AND QUICKLY DISCHARGED TO MAKE ROOM FOR MORE PATIENTS.

Extent of the casualties increases all the time as more data comes in.

"WE HAVEN'T BEEN ABLE TO KEEP RECORDS OF EVERYONE TREATED," STAFF NURSE JEAN FENZEL, 50, OF SOUTH AMBOY, GENERAL HOSPITAL, SAID. "I HAVE TREATED AT LEAST 20 PERSONS PERSONALLY IN AN HOUR. SO HAVE ALL THE OTHER NURSES AND DOCTORS."

SOME OF THE SEVERELY INJURED WERE FELLED IN PERTH AMBOY, ACROSS THE RARITAN BAY. FATHER STEPHEN FECH SAID HE ADMINISTERED LAST RITES TO TWO PERSONS IN PERTH AMBOY.

MORE 1205AJT

HN97N ADD FOURTH LEAD EXPLOSION (KILGALLEN) SOUTH AMBOY X X X PERTH AMBOY.

NO EXPLANATION WAS ADVANCED FOR THE EXPLOSION, PENDING INVESTIGATION.

GOV. ALFRED E. DRISCOLL DID NOT PROCLAIM A STATEWIDE EMERGENCY BUT PROMISED ALL POSSIBLE AID TO SOUTH AMBOY.

ALL AVAILABLE BLOOD PLASMA IN THE STATE WAS RUSHED TO THE RARITAN BAY CITY, AS WELL AS 100 PINTS FROM NEW YORK.

(13)

AND MONMOUTH COUNTIES WERE RUSHED TO THE SCENE IMMEDIATELY AFTER THE BLAST.

MAYOR LEONARD ORIGINALLY ISSUED AN EVACUATION ORDER FOR RESIDENTS NEAR THE WATERFRONT, BUT THIS WAS RESCINDED WHEN IT BECAME APPARENT NO FURTHER EXPLOSIONS WERE EXPECTED.

THE INJURY TO THE POWER PLANT KNOCKED OUT LIGHTS, MAKING RESCUE WORK DIFFICULT, AND ALL TELEPHONE LINES WERE DOWN TEMPORARILY.

Confirmation of earlier rumor in 3rd lead.

ROADS LEADING TO AND FROM SOUTH AMBOY WERE JAMMED WITH EMERGENCY VEHICLES, AND THE DRAWBRIDGE BETWEEN THE CITY AND PERTH AMBOY WAS KNOCKED OUT OF SERVICE.

NON-EMERGENCY TRAFFIC WAS FORBIDDEN FROM THE AREA.

SEVEN COAST GUARD EMERGENCY VESSELS WERE ENGAGED IN EMERGENCY RESKUE AND FIRE-FIGHTING WORK, AND ALL COAST GUARDSMEN IN THE NEW YORK AREA WERE ORDERED TO THEIR SHIPS. PRIVATE TUGS ALSO JOINED IN THE RESCUE OPERATIONS.

EMERGENCY HOSPITALS WERE SET UP IN THE CITY HALL, SCHOOLS AND CHURCHES, AND TOWNS AS FAR NORTH AS ELIZABETH WERE ASKED TO PROVIDE ASYLUM FOR THE HOMELESS.

(MORE) 1210AFM

Now Kilgallen sums up background material given in earlier leads.

HN98N ADD FOURTH LEAD AND SUB EXPLOSION (KILGALLEN) SOUTH AMBOY XXX HOMELESS.

SOUTH AMBOY LIES ACROSS RARITAN BAY FROM PERTH AMBOY, AN INDUSTRIAL

(14)

MAJOR WATERWAY FOR TANKERS AND MUNITIONS BARGES. BOTH TOWNS HAVE MANY DOCKS AND SHIPYARDS.

1st mention of the somewhat similar Black Tom explosion. The reporter here is hinting at possible sabotage. This is a slant and should be deleted.

THE AREA IS 21 MILES SOUTH OF JERSEY CITY, SCENE OF THE FAMED BLACK TOM EXPLOSION OF 1916 WHEN A BLAST WHICH KILLED 2 AND WROUGHT 22 MILLION DOLLARS DAMAGE WAS TRACED TO GERMAN SABOTEURS.

THE SOUTH AMBOY BLAST ALSO RECALLED THE TERRIBLE TEXAS CITY, TEX., DISASTER ON APRIL 16, 1947, WHEN THE FRENCH NITRATE SHIP GRANDCAMP BLEW UP, TOUCHING OFF A SERIES OF EXPLOSIONS WHICH KILLED 433 PERSONS.

1213AFM

CM GA WINNIPEG

The wire switches to a Winnipeg flood story at 12:13. 25 minutes later a point is clarified as to exactly what blew up.

HN102N INSERT FOURTH LEAD EXPLOSION (KILGALLEN) SOUTH AMBOY AFTER FOURTH PARA XXX EXPLOSION OCCURRED.

PREVIOUSLY, STATE POLICE HAD REPORTED THAT NITRATES BEING LOADED ON FOUR BARGES FROM A CHEMICAL PLANT EXPLODED. AND SOME EARLY POLICE REPORTS BLAMED THE BLAST ON DYNAMITE. A CHECK OF THE WATERFRONT AND AUTHORITIES IN CHARGE THERE, HOWEVER, LATER PINNED DOWN THE EXPLOSIVE MATERIAL AS GUNPOWDER AND SHELLS.

(END INSERT)

1240AFM

After this insert the 4th lead picks up at the next paragraph, beginning: "Several other barges..."

(15)

Now a divisional story comes in. This sort of thing makes good radio material, and might be dramatized by using a contrasting voice. However, it came in too late for use on a night newscast, but should be saved for possible use the next day.

HN100N EYEWITNESS DIVNL

(PRECEDE) CHARLES BERSEN, 55-YEAR-OLD SEAMAN, WAS ON A SMALL COAL BARGE ON THE SOUTH AMBOY WATERFRONT WHEN FRIDAY NIGHT'S EXPLOSION OCCURRED. HERE IS HIS STORY OF WHAT HAPPENED AS HE SAW IT. (END PRECEDE)

BY CHARLES BERSEN

AS TOLD TO INTERNATIONAL NEWS SERVICE

SOUTH AMBOY, N.J., MAY 19--(INS)--I WAS WORKING ON A SMALL COAL BARGE TONIGHT WHEN ALL OF A SUDDEN THERE WAS A PING! AND FIRST THING I KNEW I WENT UP IN THE AIR WITH THE CABIN.

It's after 12 now, so the explosion is referred to in the precede as "Friday night's explosion."

I CAME DOWN HARD IN THE BOTTOM OF THE BARGE. THE WHOLE THING WAS BURNING.

I DON'T KNOW JUST HOW I DID IT, BUT I MANAGED TO DRAG MYSELF ONTO THE PIER AND GET AWAY FROM THERE.

IT LOOKED TO ME LIKE THE WHOLE WORLD WAS BURNING OR FALLING AROUND ME.

MY IMPRESSIONS ARE PRETTY VAGUE. IT ALL HAPPENED SO FAST THAT I GUESS I NEVER WILL KNOW JUST EXACTLY HOW I CAME THROUGH IT.

This story was briefly paraphrased in the 4th lead (HN 93 N).

IT WASN'T UNTIL QUITE AWHILE AFTERWARD THAT I NOTICED BOTH MY SHOES AND ONE OF MY SOCKS HAD BEEN BLOWN OFF.

(BERSEN TOLD HIS STORY IN SOUTH AMBOY GENERAL HOSPITAL. DOCTORS SAID ONE OF HIS LEGS WAS BADLY INJURED, AND THAT HE SUFFERED CUTS AND SHOCK.)

1231AFM

(16)

5 bells and a 5th lead comes in.

HN109N BULLETIN FIFTH LEAD

BY JAMES L. KILGALLEN

INTERNATIONAL NEWS SERVICE STAFF CORRESPONDENT

This is almost a verbatim rewrite of the 4th lead 1st paragraph, with a few changes in the statistics (circled). Deaths are up to 15 and injuries to 300.

SOUTH AMBOY, N.J., MAY 19--(INS)--THREE MUNITIONS-LADEN BARGES BLEW UP WITH EARTH-SHAKING VIOLENCE AT A SOUTH AMBOY, N.J., DOCK TONIGHT, KILLING 15 PERSONS AND INJURING MORE THAN 300 IN A "TEXAS CITY TYPE" DISASTER THAT DEMOLISHED MUCH OF THE RARITAN BAY COMMUNITY.

Population has been corrected from 8000

MAYOR JOHN D. LEONARD, WHO PROCLAIMED A STATE OF EMERGENCY IN THE STRICKEN CITY OF 9,000, PLACED THE DEATH TOLL AT "BETWEEN 15 AND 20." AT LEAST 17 PERSONS WERE REPORTED MISSING IN THE AFTERMATH OF THE SHATTERING EXPLOSION WHICH ROCKED BUILDINGS AND BROKE WINDOWS AS FAR AS 30 MILES AWAY.

Pickup after 6th lead (later)

THE DETONATION OCCURRED WHILE A SHIPMENT OF BLACK POWDER, FUSED POWDER AND SHELLS WAS BEING LOADED ABOARD FOUR LIGHTERS FROM PENNSYLVANIA RAILROAD CARS. THE EXPLOSIVES, SOME 10 TO 12 CARLOADS, WERE DESTINED FOR AN ISBRANDTSEN LINE VESSEL AND AN OVERSEAS PORT.

New information.

THE RAILROAD, WHOSE WATERFRONT SOUTH AMBOY INSTALLATION WAS REDUCED TO TWISTED SCRAP, SAID A COAST GUARD PERMIT FOR THE LOADING HAD BEEN ISSUED.

This places time of blast at 7:30, up approximately [illegible] lead.

NUMEROUS LIVE SHELLS LITTERED THE DOCK AREA AND ARMY DISPOSAL EXPERTS ROPED OFF THE AREA. ONE SHELL WENT OFF AS LATE AS 11 PM EDT. THREE AND

⑰

HN111N BUN ADD FIFTH LEAD EXPLOSION (KILGALLEN) SOUTH AMBOY X X X OCCURRED.

HOSPITALS IN SOUTH AMBOY, AND PERTH AMBOY, ACROSS RARITAN BAY WERE FILLED TO OVERFLOWING WITH THE INJURED, MOST OF WHOM SUFFERED CUTS FROM FLYING GLASS.

GOV. ALFRED E. DRISCOLL IMPOSED MARTIAL LAW IN THE COMMUNITY, WHICH LIES ABOUT A MILE FROM THE GOVERNMENT'S HUGE RARITAN ARSENAL, AND IS 22 MILES SOUTHWEST OF LOWER MANHATTAN, NEW YORK CITY. ARMED TROOPS PATROLLED THE CITY STREETS TO PREVENT LOOTING AND MAINTAIN ORDER.

THE BLAST REPORTEDLY OCCURRED WHILE SOME 20 TO 40 MEN WERE LOADING THE DEADLY MUNITIONS ABOARD THE BARGES.

(PICKUP INSERTED 5TH PGH X X X PREVIOUSLY. STATE POLICE ETC.)

138AJT

Pickup goes back to the inserted paragraph (HN102N), then goes on to the rest of the 4th lead, all of which, after that point, can be used. The story now consists of a 28-line 5th lead and 73 lines of the 4th lead, a total of 101 lines altogether.

HN 113N SIXTH LEAD

BY JAMES E. KILGALLEN

INTERNATIONAL NEWS SERVICE STAFF CORRESPONDENT

SOUTH AMBOY, N.J., MAY 19--(INS)--THREE MUNITIONS-LADEN BARGES BLEW UP WITH EARTH-SHAKING VIOLENCE AT A SOUTH AMBOY, N.J., DOCK TONIGHT, CAUSING SIX KNOWN DEATHS AND INJURING MORE THAN 300 IN A "TEXAS CITY TYPE" DISASTER THAT DEMOLISHED MUCH OF THE RARITAN BAY COMMUNITY.

More data in the 6th lead. Deaths are expected to go higher; the 1st paragraph is a rewrite of the same in the 5th lead, with one word added.

sentence was

EMERGENCY, ESTIMATED THE DEATH TOLL AT "BETWEEN 15 AND TWENTY." AT LEAST 17 PERSONS WERE SAID TO BE MISSING IN THE AFTERMATH OF THE SHATTERING EXPLOSION WHICH ROCKED BUILDINGS AND BROKE WINDOWS AS FAR AS 30 MILES AWAY.

Pickup goes back to 5th lead.

(PICKUP 3RD PGH X X X THE DETONATION ETC.)

141AJT

At 2:00 when wire goes off, you have a 6-minute story, and a 17-line divisional eyewitness story.

HN38N BOX DIVL

SOUTH AMBOY, N.J., MAY 20--(INS)--REPUBLICAN ELEPHANTS WERE HEAVY CASUALTIES OF LAST NIGHT'S EXPLOSION IN SOUTH AMBOY.

The excitement is over now. The final word comes over next afternoon in a human box about another angle of the explosion.

FORMER GOP GOVERNOR HAROLD G. HOFFMAN REPORTED THAT ABOUT 50 OF HIS COLLECTION OF MORE THAN 4,000 MINIATURE ELEPHANTS WERE DESTROYED BY THE BLAST.

HOFFMAN'S HOME, NEAR THE BLAST CENTER, HAD THE WINDOWS BLOWN OUT AND FURNITURE WRECKED BUT HE AND HIS FAMILY WERE UNHARMED.

426PFM

The score for the night's
3 preliminary bulletins
6 leads
1 World tonight summary
ional

For greater understanding of the news as it is sent over the printer, some attention should be given to the codes and symbols used by the transmitting bureaus. On the following pages these will be illustrated : standard news codes, baseball box scores as received on the printer, corrections and insertions, advance news schedules, and inter-bureau communications, all of which are useful in helping the news editor to select news which is already in his hands and predict news which is on its way to him.

⇨

INS Bureau where story is being sent from

number of page. Each page from the same bureau is numbered in order

abbreviation for BULLETIN

Every page (called a book or "BUK") begins with a code group

HN83N BUN FIRST LEAD (BUENOS AIRES DATE)

This means the early story had a Buenos Aires dateline, not Lima.

LIMA, PERU, MAY 21--(INS)--AT LEAST 50 AND PERHAPS AS MANY AS 100 PERSONS WERE FEARED KILLED TONIGHT IN A SEVERE EARTHQUAKE THAT DESTROYED AT LEAST 20 TO 30 PER CENT OF THE ANCIENT INCA SUN CAPITAL OF CUZCO IN SOUTHERN PERU THIS AFTERNOON.

This is the dateline, giving the location of the story, the date, and the name of the news service.

MANY OF THE 50,000 INHABITANTS OF THE MORE THAN TWO-MILE-HIGH, MOUNTAIN-PROTECTED CITY OF CHURCHES AND CONVENTS WERE BELIEVED INJURED IN THE SECOND 'QUAKE DISASTER TO HIT SOUTH AMERICA IN LESS THAN NINE MONTHS.

If another page is to come, the word MORE is added

MORE 943PJT

Each page is signed with this code group

Initials of transmitting operator

time of transmission (9:43 P.M.)

number of code group is 85, showing that something else was transmitted between these.

Bulletin

add to 1st lead

subject of story

Dateline

Last word of previous page (always preceded by 3 X's)

HN85N BUN ADD FIRST LEAD 'QUAKE LIMA X X X MONTHS.

FIFTEEN THOUSAND FOOTBALL FANS WHO WERE IN AN OPEN STADIUM WHEN THE TEMBLOR STRUCK ESCAPED VIRTUALLY UNHARMED.

THE STRICKEN CITY WAS VIRTUALLY ISOLATED, SAVE FOR WEAK, INTERMITTENT COMMUNICATIONS. MILITARY AND OTHER RESCUE WORKERS POURED INTO THE AREA TO AID SURVIVORS.

THE 'QUAKE, WHICH RIPPED THROUGH A WIDE AREA OF CENTRAL PERU, INFLICTED

CAUSING HEAVIEST DAMAGE IN CUZCO'S CATHEDRAL AVENUE.

THERE, A MAJORITY OF STRUCTURES, INCLUDING THE CLASSIC "PORTALES" (PORTALS), COLLAPSED.

945PJT

When last page of a story is finished, it is signed with only the time and operator's initials

When a story has a by-line, the writer's name and position are sent before the dateline

TXN14 BUN

BY LEON SCHLOSS

INTERNATIONAL NEWS STAFF CORRESPONDENT

WASHINGTON, MAY 21--(INS)--FRANK BIELASKI, WHO MADE THE ORIGINAL AMERASIA RAID, CHARGED TODAY THAT THE CASE INVOLVES AN "INTERNATIONALLY FAMOUS" FIGURE WHO "TOWERS HEAD AND SHOULDERS" ABOVE ANY INDIVIDUAL YET NAMED IN THE AFFAIR.

MORE 554PAW

Columns and features are usually sent in advance and are marked with the release date next to the code group.

HN104N (FOR TUESDAY AM'S, MAY 23)

When a release date is given in this manner, it means that we may use it after Tuesday morning; this must be strictly adhered to! Occasionally time is given separately for radio release.

Name of column → ON THE LINE

(REG. U.S. PAT. OFF.)

BY BOB CONSIDINE

On succeeding pages the first line reads like this:

Codegroup — Releasedate — title — author — last word of preceding page.

HN105N ADD TUESDAY ON THE LINE (CONSIDINE) X X X ORDER.

Some feature articles carry a "precede" which summarizes the article.

HN112N "THE NEW EXPATRIATES" (ARTICLE TWO FOR TUESDAY AM'S MAY 23)

(PRECEDE) A RECORD NUMBER OF AMERICANS HAVE SETTLED DOWN IN PARIS AS A SORT OF POST-WORLD WAR II "EXPATRIATE AMERICAN COLONY. THIS ARTICLE, THE SECOND OF THREE, TELLS ABOUT THE LIFE OF THE NON-STUDENT AMERICAN "EXPATRIATES." (END PRECEDE)

BY IRWING R. LEVINE

INTERNATIONAL NEWS SERVICE STAFF CORRESPONDENT

PARIS, MAY 22--(INS)--FOUR HUNDRED PROSPEROUS-LOOKING AMERICAN MEN ...

When new information comes in after a story has been sent, it is added in the form of an insert. 1st line gives instructions where to insert it.

subject of story — writer — Dateline — abbreviation for "paragraph"

TXN7 BUN INSERT BIELASKI (SCHLOSS) WASHN AFTER 2ND PGH ENDING X X X "WITH AMERASIA."

last words of the paragraph preceding the point where this is to be inserted.

SCORES OF SECRET GOVERNMENT DOCUMENTS WERE FOUND BY BIELASKI IN THE OFFICE OF THE MAGAZINE "AMERASIA", WHICH HAS BEEN CHARGED WITH SUPPORTING THE COMMUNIST LINE.

"Pickup" gives the

(END INSERT PICKUP 3RD PGH X X X THE EX-OFFICIAL SAID ETC.)

When the final score of a baseball game is in, a box score like this is sent.

abbreviation for "baseball"

CMN2 ADD BB RESULTS (INS)

NATIONAL ← league

AT BOSTON (1ST GAME) ← location of game of a double-header

CHICAGO 000-000-110--2--9--1 ← Runs ← Hits

BOSTON 000-003-00X--3--6--0 ← Errors

Batteries for both teams (in same order as names in the box score above).

MINNER, HILLER (8), AND WALKER, OWEN (8)

SAIN, HOGUE (7), AND COOPER

Translation: Miller was the starting pitcher for the Cubs, relieved by Hiller in the 8th inning. "AND" separates the pitchers from the catchers. Walker was the starting catcher, relieved by Owen in the 8th.

HMRS --CHGO--CAVARRETTA 8TH. BSN--COOPER 6TH (1 ON)

Home runs: for Chicago, Cavaretta in the 8th inning. for Boston, Cooper made 1 in the 6th with one man on base.

Winning and losing pitchers. If a team has used only one pitcher he will not be listed here.

WP--SAIN.

LP--MINNER.

MORE 251PMG

this is Central time, since CM bureau is in Chicago.

While a game is being played, partial scores are often sent.

AMN — american league

Boston — BSN 400-700

Detroit — DET 001-600

CALVERT NPF DET 6TH. — Calvert now pitching for Detroit in the 6th inning.

Aside from regular news stories, the wire is often used for inter-bureau communications and corrections. at right are some samples of the latter.

HN-76N CORRECTION

Paragraph

please

EDITORS:

IN FIFTH PARA FINAL BASEBALL ROUNDUP, PLS READ IT X X X BOSOX

SCORING O N E RUN IN THE NINTH, ETC., STED AS SENT.

the important word in the correction is often double-spaced to avoid confusion.

Instead of

INS NY 5/18/1225AJL

Date time

HN26-N CORRECTION

Sometimes the page to be corrected is referred to by its code group

EDITORS:

IN HN20-N ADD BEVIN (KAPLAN) LONDON PLS READ 2ND PGH XXX ARE ON STRIKE," BEVIN SAID. "THEY ARE NOT ETC.

INS NY 5/24/541PCG

at the beginning of each day a schedule of news on hand is sent, called the "in sight schedule". this gives a brief summary of the stories to come.

HN1-N EDITORS

"Editors" always refers to local editors — that is, to you.

WE HAVE IN SIGHT:

Dateline

Writer

Number of words in the story

WASHINGTON--(LEE)--GOVERNMENT INFORMATION LINKS HARRY GOLD, CONFESSED ACCOMPLICE OF ATOMIC SPY KLAUS FUCHS, WITH SOVIET SPYMASTER JACOB GOLOS AND OTHER RUSSIAN AGENTS--1,000.

PHILADELPHIA---(ZECCA)--HARRY GOLD, ACCUSED ATOMIC SPY, WAS KNOWN AS A QUIET, HARD-WORKING MAN WHO, SAY HIS NEIGHBORS. "YOU WOULDN'T THINK

WASHINGTON---(TUTTLE)--SEN. MCCARTHY SAYS HE WILL MAKE PUBLIC PARTS OF LOYALTY FILES BEARING ON HIS CHARGE THAT OWEN LATTIMORE IS A RUSSIAN SPY--450.

BERLIN--(WEIL)--TWENTY THOUSAND EAST GERMAN CHILDREN CHEER STALIN AND COMMUNISM IN CURTAIN-RAISER TO BIG WEEK-END RALLY--450.

LONDON--(KAPLAN)--BEVIN CHARGES RUSSIA IS BACK OF COMMUNIST CHINA'S "ANNOYING" ATTITUDE TOWARD BRITAIN---400.

The schedule concludes with sports stories.

SPORTS

ST. ANDREWS--(WATSON)--BRITISH AMATEUR GOLF FIELD CUT TO 16--450.

INS NY 5/24/307PCG

at intervals throughout the day additional schedules are sent. These are numbered and can be requested from their home bureau by another bureau.

abbreviation for schedules."

SKEDS

Bureau where story is available

Writer

no. of words

1--CM-(SCHWARTZ)-SPECIALISTS ACTH RELIEVES ASTHMA SUFFERERS 340.

2--WINNIPEG FLOOD 320.

3--CM, NLRB CHARGES UMW AND COAL COMPANY WITH UNFAIR LABOR PRACTICES 180.

4--SU, ADMIRAL INGRAM SAYS RUSSIA NOT READY FOR SHOOTING WAR 100.

5--FC--(COCHRAN)--PRINCESS FATHIA 450.

6--HA--PAKISTAN PRIME MINISTER SCORES UN FOR NOT FOLLOWING PROPOSED PLEBISCITE 220.

CM 5/18/521PTG'36

Samples of messages between bureaus — always in greatly simplified code.

CM GA BB — Chicago: go ahead and transmit Baseball scores

TX GA HN ← Washington: go ahead and transmit.
Signed, New York.

95 — Important

HN — New York:
Why are there quotation marks in the 2nd paragraph of page HN20-N, please? The source of the quotation is not given in the story.

HOW PLS ON QUOTE MARKS 2ND PGH HN20-N? UNGIVES SOURCE.

CB CM 5/24/436PTG'36

SELEX — go ahead and transmit today's racing selections.

TX 2 BOXES HN ← Washington: transmit 2 box items.
— New York.

CM 2, 5, 6

Chicago: send items 2, 5, and 6 on your schedule.

BB CM ← I have baseball scores ready. — Chicago.

ahead and transmit the

Once the various bulletins and stories have been selected from all those available, it becomes necessary to edit and cut them to fit into standard radio format. While this process is too involved to illustrate completely, the following pages illustrate the general principles. On the first page a sample story has been edited for radio use, and following that is a brief list of editing rules.

⇨

A STORY WHICH HAS BEEN EDITED FOR RADIO:

① ← Reading time of the story (in minutes)

~~HUMAN INTERESQUE~~

Don't read datelines straight. Work them into the story. In this case they are already there; St. Andrews is in 2nd line and Scotland in the 3rd.

~~ST. ANDREWS, SCOTLAND, MAY 21 -- (INS) --~~ WELL, BING CROSBY FINALLY MADE IT TO ST. ANDREWS TODAY, EQUIPPED WITH TWO PAIRS OF LONG UNDERWEAR AND A SMALL ARMY OF SCOTTISH BOBBY-SOXERS WHO WILL ROOT FOR HIM WHEN HE TEES OFF TOMORROW IN THE BRITISH AMATEUR GOLF TOURNAMENT.

You can't hear quotation marks on the air.

DER BINGLE ADMITTED AN AUTOMATIC RANGE-FINDER WOULD BE ANOTHER VALUABLE PIECE OF EQUIPMENT, AND ADDED: "IF I ONLY KNEW HOW TO USE IT."

THE CROONER TOOK A PRACTICE TURN A NEARBY EDEN COURSE WHEN HE FOUND ST. ANDREWS CLOSED BECAUSE OF THE SUNDAY RULE.

"Benumbed" is a bit too unnatural to be spoken.

A BIT ~~BE~~NUMBED BY AN ICY WIND, BING SAID THROUGH CHATTERING TEETH:

"BRRR, BUT IT'S COLD. I'M WEARING TWO PAIRS OF THICK WOOLEN LONG-JOHNS. I MUST LOOK LIKE BOB HOPE FROM BEHIND."

Uninteresting paragraphs are bracketed off.

CROSBY SAID HE HAS BEEN TRAVELING NON-STOP SINCE NOON SATURDAY TO GET TO ST. ANDREWS FOR THE TOURNAMENT IN WHICH HE IS MATCHED WITH JIM WILSON, A LOCAL ENTRANT WHO HAS BEEN HITTING 76.

Write in difficult words phonetically.

CROSBY DID NOT WASTE ANY TIME ONCE HE ARRIVED. HE TOOK OFF FOR THE EDEN COURSE WITH TWO FRENCH ENTRANTS, FRANCOIS VAGLIANI (FRAHN-SWAH' VANG-LI-AH'-NEE) AND COUNT DE SAUVERNE (SOW-VAIRN').

BING GOT THE FEMALE ATTENTION DESPITE THE PRESENCE OF THE HANDSOME FRENCHMEN.

Cross out codes
d other transmission
ll not be

~~(MORE) 343PJF~~

part b
the broadcast

A routine for all
newscasters to follow
in preparing their programs
for broadcast

Now that the operation and language of the teletype has been understood, the job of preparing the actual news program must be undertaken. Whereas in commercial operation a single editor works with the news for an entire day, here we must depend on several newscasters at different times of the day. The routine described on the following pages is designed to simplify and systematize the confusion which would otherwise result. Study the following pages if you read any news any time on this station. ⇨

TIMING Take several sample news items and time yourself on reading them. Then count the number of lines and determine your average reading speed, in lines per minute. Use this figure in timing all your newscasts. It should run anywhere from 18 to 20 lines per minute. Bring into the studio about a minute more than you will need.

EDITING When you arrive ready to prepare your newscast, the first procedure is that of editing. It consists first of getting the news off the printer ready to use, and second, of actually selecting the items you will use on your broadcast. The procedure is outlined here step-by-step:

1 - Cut up and distribute into boxes all the news which has come in on the teletype since the last newscaster left. The method, in detail:

A - Cut up each page (referred to in the interbureau messages as a "BUK"). Each page is identified by a slug line at the top, reading something like this:

HN117N ADD FRIDAY PARSONS HOLLYWOOD XXX SHORT TIME.

HEDY LAMARR IS ON HER WAY BACK TO HOLLYWOOD. JOINING HER HERE

NEXT SUNDAY IS JOE MAILMAN. HONEST, THERE'S SUCH A PERSON, HE'S

A page always ends with a signature slug something like this:

PERMANENT PLACE FOR THEMSELVES SO SOON.

(MORE) 1221AEX

Each page must be cut separately. Even when a single story is sent in two short pages they must be cut apart. But never cut up a single page. In items like THE WORLD TONIGHT do not cut between the various news items; leave the pages intact.

B - It will speed up your work to handle a several-page news story this way: Place the first page face down on the table. As each successive page comes in, place it face down on the pile. When the last page is in, turn the whole pile over and put it in the correct box.

C - You may throw away the following items: Interbureau messages which are not corrections or instructions to editors. (You can tell these because they always begin with the word EDITORS:). Don't throw away any kind of news story no matter how unimportant it may seem; nor any corrections, substitutions, scores, schedules, bulletins, etc.

D - The diagrams on the next 2 pages show what should and should not go in each box and each space on the bulletin board.

DISTRIBUTE NEWS INTO BOXES AS FOLLOWS:

SPORTS Sports stories Sports columns (exc. those with advance release dates) Sports roundups NO sports scores	BOXES Humorous box items (labelled "BOX" in slug line) Stories labelled "INTER-ESQUE" (human interest) NO non-humorous boxes	FEATURES Columns sent in advance (including Considine's column when not about sports) NO sports columns NO advance material that is not a signed column (In short, this box is for articles of opinion, not news)
WASHINGTON All news stories datelined Washington, or concerned with Washington political figures on speaking tours NO advance stories NO summaries	U. S. All stories datelined in continental U.S. that do not fall under other categories NO advance stories NO summaries	NEW YORK All news stories datelined New York City or Long Island NO advance stories NO summaries
FOREIGN All stories datelined outside continental U.S. which are not under International NO advance stories NO summaries	INTERNATIONAL All stories about UN or its agencies. Includes wars fought under the UN flag (such as Korea) Stories directly involving the U.S. and another country NO general cold war stories NO advance stories NO summaries	LOCAL All news datelined in the Massachusetts-New England area. Usually this means only news beginning with code letters MY (Boston) NO advance stories NO summaries NO humorous boxes

PIN ITEMS ON BULLETIN BOARDS AS FOLLOWS:

UNDATED NIGHT
NEWS ROUNDUP

(Pin all pages in a single pile)

THE WORLD TONIGHT

(Pin all pages in a single pile)

SCORES

INCOMPLETE	COMPLETE
Sports scores of games still in progress (remove when complete)	Sports scores of completed games (line scores)

THE NEWS
IN BRIEF

(Single page)

WEATHER

OTHER AREAS	NEW ENGLAND

(Pin up both forecasts and weather news stories such as hurricanes, etc.)

DOW - JONES

(Stock averages)

SELECTIONS

(Racing and football selections)

SCHEDULES

Lists of news items available later in the day. They come in at various times throughout the day. Pin up so all are visible.

SAY IT RIGHT

Pronunciation guides

ADVANCES

Regular news stories (NOT columns) marked for release at a later date. Pin up so release date of each is visible, with soonest on top.

E - Here are some special situations and what to do in each case:

CORRECTIONS Find the point in the original story where the correction is to be made, correct it in pencil in capital letters, and throw the correction announcement away. If there is not time to do this place the correction on top of the story to which it applies.

INSERTS Make a caret (/\) at the point where the insertion is to be made and place the insert on top of the page on which it occurs.

SUBSTITUTIONS Bracket off the paragraph which is to be replaced and place the substitution on top of the page where it occurs.

ADDITIONAL PAGES When an additional page (ADD) is received for an already completed story, place it after the last page of the completed story in the box.

LATER LEADS Place them on top of the older lead, so that the most recent lead is always on top, but the entire story is nevertheless in one place in the box.

DIVISIONALS These are stories which exploit a different angle, usually human interest, of a routine news story. Place them in the same box as the original story, on top of it. This also applies to follow stories (marked "FOLO"), which are news stories giving another angle of a situation.

3 - When all the news has been cut up and distributed, begin the actual editing of your newscast. Continue cutting and distributing items which come in during the time you are preparing the broadcast, up to the time you go on the air. The method of preparing a newscast is:

A - Read through the material in every box which applies to your newscast. (The types of material which may be used on each newscast are given on page 7.) Scan it quickly, reading the first 2 or 3 paragraphs to grasp the content of each.

B - Select the actual items you will use on the air. The procedure in detail:

1 - Tentatively read through the important items in each classification and make light pencil brackets indicating the portions you will use. Try not to repeat material used on previous newscasts unless it is important and has not been modified by leads sent since then. Do not use summaries (World Tonight, Undated Night News Roundup) since they are too short and do not give an accurate selection of the news from our point of view.

2 - Count the number of lines in each item, figure the time to the nearest quarter minute, and write it in a circle at the top of the first page.

3 - If the total time is not correct, add or subtract items, or change the brackets to include more or less of items already

being used. Do not worry if there is not enough material in any classification to make up the proportions you should have on your newscast. These are intended as guides to what to emphasize rather than strict quotas.

4 - Go back to the teletype and check to see if any new items which have come in can be used. Always use the latest available version of a story. Never reject a new lead merely because you have the old one all timed and ready to go.

5 - Cross out the dateline. Read the location (the place named in the dateline) into the story naturally at some other point. Cross out the "today"s and "tonight"s in the story. If the date of the story is yesterday, write in yesterday in the story somewhere, usually in place of the word "today".

6 - The next page illustrates these procedures so far.

7 - If there is time, read over the newscast, watching for difficult phrases. Check all unfamiliar names or words with the pronunciation file and with any Say It Right items that may be pinned up.

8 - Arrange the news into separate piles, one for each of the sections indicated on page 7 for your particular newscast. Don't staple any pages together; leave them loose and separate. Carry the piles into the studio and arrange them in order separately on the desk. Get the opening and closing announcements from the newsroom and place them in a conspicuous place on the desk in the studio.

9 - Go on the air.

BROADCASTING

1 - Begin at once with the opening announcement. Continue directly into the first item.

2 - Sit about a foot and a half from the microphone. Do not rattle the papers.

3 - Speak in a normal conversational tone. Do not read too fast to be clearly understood. Pause only about 2 seconds between news items. Give inflection and meaning to the news. Keep your eyes several words in advance of what you are reading to avoid meeting unexpected words or phrases without warning.

4 - Glance at the clock between each news item, and once again during a long item. Know at all times while you are on the air how many minutes are left. When you begin to approach the end of the time allotted for a particular section of the newscast, figure out how many more items in that section you have time for. If, for example, you finish an item and have 1 minute to go, do not start a 2-minute item, unless you are prepared to cut it halfway through or shorten one of the later sections. If you do use less of an item than you planned, cut it off at the end of a paragraph.

5 - The weather report (the last item on every newscast) should always be timed to the second. Begin reading it so that the program will come out exactly on time when the closing announcement

A news item correctly prepared for broadcast. Note the brackets indicating the sections to be read; the time 3/4 of a minute in the corner; the dateline crossed out; the word "tonight" omitted and the phrase "Austin has accused" substituted for it; the elimination of an unweildy and unimportant phrase about the occasion at which the speech was made. Your newscast should look like this before you go on the air.

3/4

~~HN63N NEW YORK, OCT. 2--(INS)--~~U.S. AMBASSADOR TO THE UNITED NATIONS WARREN AUSTIN HAS ACCUSED SOVIET RUSSIA ~~TONIGHT~~ OF "WELL-KNOWN DUPLICITY" AND USE OF THE "BIG LIE" IN SIDE-STEPPING INTERNATIONAL AGREEMENT ON ATOM CONTROLS.

AUSTIN, AT A NEW YORK DINNER SPEECH, ~~LAUNCHING THE UNIVERSITY OF MICHIGAN PROJECT FOR RESEARCH INTO PEACEFUL USES OF ATOMIC ENERGY;~~ BITTERLY ASSAILED THE RUSSIANS FOR TRYING "TO PLAY A TRAGIC HOAX UPON THE PEACE-LOVING PEOPLE OF THE WORLD."

THE RUSSIANS, HE SAID, ARE MASTERS OF "THREE PROPAGANDA TRICKS: THE FALSE LABEL, THE CONCEALING OF GUILT BY ACCUSATION, AND THE BIG LIE."

THE U.S. CHIEF DELEGATE TO THE U.N. SPECIFICALLY ATTACKED THE SOVIETS FOR OFFERING WHAT HE CALLED A "PHONY" ATOM CONTROL PLAN AND AVOIDING EVERY AMERICAN EFFORT TO REACH A SETTLEMENT ON THE ISSUE.

HE SAID:

"WE WILL NOT MATCH OUR HONOR WITH WELL-KNOWN DUPLICITY IN A FRAUDULENT SCHEME THAT APPEARS TO PROHIBIT ATOMIC WEAPONS WITHOUT ACTUALLY DOING IT."

AUSTIN DECLARED THAT THE FREE PEOPLE OF THE WORLD WILL ALWAYS BE FAR AHEAD OF COMMUNIST SCIENTISTS IN ATOM RESEARCH BECAUSE WESTERN PHYSICISTS ARE "FREE TO EXAMINE ALL THEORIES, THE FALSE AS WELL AS

is added. If the weather is 10 seconds and the closing announcement 15 seconds, begin the weather at 25 seconds before the end of the program.

AFTER THE BROADCAST 1 - Take all the news back to the newsroom.

2 - Stamp every page that was read on the air with the date on the back of the page. If material from the INS feature programs was used, stamp the date in the space reading "Date-Time" on the first page.

3 - Do not erase your brackets or timings. They serve as an indication to the next newscaster of what was read.

4 - Arrange the pages in their correct order and replace them in their proper places.

5 - Throw away the opening and closing announcement sheets.

6 - Make sure that all the newsroom equipment is in place, and leave.

EMERGENCIES An important flash or bulletin which seems of particular interest may be read on the air between newscasts, but only on the approval of the program director. If he is not present, the evening producer must okay the use of the flash. The form for introducing this is on the folder in each studio and in the control room. This is seldom done, however, and should not be done indiscriminately.

Should the teletype machine need servicing when you are on duty (paper supply running out, ribbon need replacing, etc), check to see if anyone present understands how to do the job. If not, shut off the printer by the time clock switch and follow the directions given on the underside of the teletype hood.

Newscasters who work at different times of the day or week have changes in the routine just presented. Each man should read the section which applies to his particular newscast and follow the procedure step by step. ⇨

6:00 NEWSCASTS
SUNDAY THROUGH FRIDAY

Newscasters handling this time are the first ones to use the newsroom since the last newscast the previous night. You will find the paper still on the printer containing news that was sent between 11:00 and 2:00 the previous night. Your procedure is as follows:

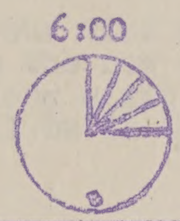
1 - Cut and distribute into boxes the items from last night still on the printer. Continue directly into items transmitted since 3:00 today. This makes available to you and other night newscasters material which was sent too late for use the previous night.

2 - Continue the editing procedures described for all newscasters.

3 - Before beginning to select the items for use on your program, look on the bulletin board under "Advances" to see if any items pinned there become available for use today. If so, take them down and put them in their proper box.

4 - The 6:00 newscast is designed to emphasize news of interest to the town audience, since college listening declines at that time. Therefore select your items with this in mind. It should be divided into sections approximately as follows:

FOREIGN AND INTERNATIONAL - 3 minutes
NATIONAL - - - - - - - - - 4 minutes
LOCAL - - - - - - - - - - - 4 minutes
(town and New England news, not college)
HUMAN INTEREST AND FEATURES 3½ minutes
WEATHER - - - - - - - - - - last 20 sec.



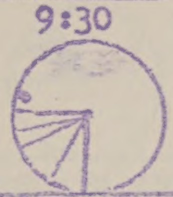
Since the program is intended for town audiences, do not be afraid to use material from the features sent by INS by mail (pinned on board). Some humor or human interest in each newscast is essential. So is the weather, which should be read last, just before the closing announcement. If the day's weather report has not come in, the report for yesterday can be used to make one up. It is pinned in its place, left there from the previous night.

5 - Never use sports stories on the 6:00 newscast. Scores of important games may sometimes be included, and if a really important sports bulletin has been received, the first paragraph may be used on your broadcast. You should explain on the air that further details will be given on the sports program later in the evening (check schedule for time and days). Sports stories must be saved for this later time in order to have enough material to fill it.

9:30 NEWSCASTS MONDAY THROUGH FRIDAY

The 9:30 newscast uses the same general procedure outlined in the instructions to all newscasters. It, more than any other, should be edited to appeal directly to the tastes of the college audience. It should be divided approximately into sections:

INTERNATIONAL AND FOREIGN - - - - 4 minutes
NATIONAL - - - - - - - - - - - - 5 minutes
SPORTS - - - - - - - - - - - - - 2½ minutes
HUMAN INTEREST AND FEATURES - - - 3 minutes
WEATHER - - - - - - - - - - - - - last 20 sec



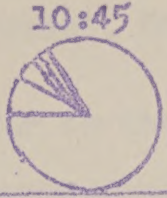
The emphasis here is on national news, sports, and human interest. The national section should include as many different localities as possible, and should not be restricted to Washington and politics. Sports stories may be used but should not, if possible, repeat those used on the earlier sports broadcast. The human interest should include some humor. Stories affecting the college should always be used when available. Features sent by INS by mail may be used, except those on sports.

If the night weather forecast comes in during your time on duty, throw the old one (yesterday's) away and pin up the new one. You will find that material which came in the previous night between 11:00 and 2:00, too late to use that night, will be in the boxes available to you.

10:45 NEWSCASTS
SUNDAY THROUGH THURSDAY

The 10:45 program should appeal to as broad an audience as possible. Since by this time of night most of the details are complete on the important events of the day, you should try not to repeat material used earlier, but to emphasize late developments and the possible consequences. Divide it into sections approximately as follows:

INTERNATIONAL AND FOREIGN - - 5 minutes
NATIONAL - 9 - - - - - - - - - 3½ minutes
HUMAN INTEREST AND FEATURES - ½ minute
SPORTS - - - - - - - - - - - 1 minute
WEATHER - - - - - - - - - - - - last 20 sec.



Sports on this newscast should be limited to late results and clarification of early events. There should be no local news at all, and very little in the way of humor or human interest.

The following differences in routine apply to 10:45 newscasters:

1 - After returning the news to its proper boxes after the broadcast, you have the job of filing it for the day. Pick up all the news items in boxes and on the bulletin board (with the few exceptions noted below) and place it all neatly in the folder labeled with your day in the top drawer of the news cabinet outside the newsroom.

2 - The following items should not be filed, but left where they are in boxes or on the bulletin board:

A - All items in the local box which were sent today. Those remaining from the previous day should be filed.

B - All items on the board under "Advances", and under "Say It Right".

C - "The World Tonight". This is used by the morning newscaster.

D - The New England weather forecast.

E - Features pinned on board.

3 - The following items should not be filed, but thrown away:

A - Schedules
B - Racing and football selections
C - Dow-Jones stock market averages
D - Incomplete sports scores

10:45 NEWSCASTS
FRIDAY

Do not leave "The World Tonight" posted, but file with the other news, since there is no news show Saturday morning. Otherwise your procedure is the same as for the 10:45 newscast other nights.

ALL 10:45 NEWSCASTS

The announcer for the Column for Tonight program, which follows yours, will be in the studio with you.

MORNING NEWSCASTS Since the newscasters in the morning are disc jockeys and are not regular members of the news staff, they do not follow the standard routine outlined on the preceding pages. Their procedure is as follows:

1 - Do not cut any material from the printer.

2 - Use only "The World Tonight" and the weather forecast. Both will be found pinned up on the bulletin board.

3 - Edit the World Tonight so that phrases which refer to the day the event occurred are correct. For example:

> EUROPEAN LEADERS, MEANWHILE, ~~ARE MEETING~~ MET IN WASHINGTON IN A DETERMINED BID TO FIND WAYS AND MEANS OF BOLSTERING THE CONTINENT AGAINST POSSIBLE SOVIET AGGRESSION.

Edit the weather forecast to apply only to the day's weather:

> MYN-1 BOSTON, OCT. 9---(INS)---WEATHER FORECAST:
>
> MASSACHUSETTS AND RHODE ISLAND---CLOUDY TONIGHT FOLLOWED BY OCCASIONAL LIGHT RAIN OR DRIZZLE TOWARD MORNING. ~~TUESDAY~~ TODAY CLOUDY AND COOLER WITH OCCASIONAL RAIN. CLEARING, LITTLE CHANGE IN TEMPERATURE.

4 - Timing is unnecessary.

5 - Follow the rules concerning pronunciation, microphone technique, and reading speed. Use the opening and closing announcements on the news desk.

6 - After the broadcast, pin the weather forecast back in its place on the board. Place the "World Tonight" in the correct day's folder (yesterday's -- it will be found on the bottom of the pile in the drawer of the news cabinet outside the newsroom).

NEWSCASTS SATURDAY NIGHT 1 - Follow all instructions concerning cutting news from the machine and distributing it into proper boxes.

2 - The 8:00 newscaster reads only the "Undated Night News Roundup".

3 - The 10:00 newscaster reads only "The World Tonight".

4 - Timing is unnecessary.

5 - Follow the rules concerning pronunciation, microphone tech-ique, and reading speed. Use the opening and closing announcements n the news desk.

6 - After the broadcast, replace the summary you read on the ulletin board.

7 - The 10:00 Newscaster files the day's news in the same way as he 10:45 newscaster does weekdays. The only exception is that he oes not leave "The World Tonight" pinned up, but files it too.

SPORTS DEPARTMENT

Play-By-Play broadcasts of away games, local sports regular broadcasts.

At first, L. Jordan would not allow any home broadcasts. This policy was changed after Mr. Jordan left for Harvard, and since then all home and away sports events are broadcast play-by-play, according to the agreement which follows Mr. Jordan's letter.

Away games often give difficulty, as is in the case of the series of letters from Yale University.

The station also received a number of letters inquiring about the broadcast of the Williams-Amherst games -- which we always answered, informing them of the plans the administrations had made to send the game to alumni clubs throughout the country. Station personnel always did the broadcasts.

WILLIAM R. TILLINGHAST
1892-1931
JAMES C. COLLINS
HAROLD B. TANNER
COLIN MACR. MAKEPEACE
HAROLD E. STAPLES
RUSSELL P. JONES
GEORGE C. DAVIS
WESTCOTE H. CHESEBROUGH

WILLIAM M. SLOAN
EDWIN H. HASTINGS
BENJAMIN A. SMITH
CLINTON T. CROLIUS

TILLINGHAST, COLLINS & TANNER
ATTORNEYS AT LAW
HOSPITAL TRUST BUILDING
PROVIDENCE 2, R. I.

TILLINGHAST & COLLINS
1909 – 1934

OCT 14 1949

October 6, 1949

The Radio Station
Amherst College
Amherst, Massachusetts

Dear Radio Station:

Would you be so kind as to let us know whether you are broadcasting from Amherst the Amherst-Williams Game at Williamstown November 12th. If so, New England Telephone & Telegraph has advised us that they can bring a direct line from your station to Providence where our Amherst Club and the Williams Club expect to meet to hear the game.

If you are not broadcasting the game, would you let us know whether the Northampton station might be carrying it or any other of the local stations in Massachusetts. Would there be any chance that a Boston station would carry it?

Very truly yours,

Ned Hastings '38
Secy
Amherst Alumni of R.I.

OCT 14 1949

October 15, 1949

Tillinghast, Collins & Tanner
Hospital Trust Bldg.
Providence 2, R. I.

Att: Ned Hastings

Dear Sir:

WAMF apologizes for the hesitation in answering your kind letter of October 6th, but for lack of definite plans we were unable to do so.

The Williams-Amherst Game in Williamstown on Nov 12th will be produced through the facilities of the Williams Radio Station exclusively. The sports announcer from Amherst may announce a portion of the program, but it will be under the full direction of the Williams Radio Station. It may be had on wires, we are told, by arrangement in Williamstown. The Secretaries of various Amherst Alumni Groups were to recieve some kind of notice to this effect from Williams, so Al Guest says. Next year the whole works will be under our direction.

Thank you for your interest in our young organization.

Sincerely yours,

Ed Hopple
Promotion Director

AMHERST COLLEGE
Amherst, Massachusetts
OFFICE OF DIRECTOR OF ATHLETICS

Oct. 12, 1949

Mr. Robert R. Vance, Jr.,
WAMF,
Amherst College,
Amherst, Massachusetts

Dear Mr. Vance:

Replying to your letter of October 10, relative to the source of power at Pratt Field, frankly we are not interested in having outside organizations utilize our press box for play by play accounts as I feel it has a certain scouting value which we are not willing to permit our opponents.

We shall be happy to handle this situation from game to game and not as a season affair. In that way we can be reasonably assured of scouting control.

Yours sincerely,

L. P. Jordan
Dir. of Athletics

LPJ:K

UNITED STATES MILITARY ACADEMY
WEST POINT, NEW YORK

20 January 1950

Mr John S Lancaster
Sports Director, Station WAMF
Amherst College
28 North College
Amherst, Massachusetts

Dear Mr Lancaster:

Permission herewith granted for station WAMF to broadcast play-by-play description of the Army-Amherst basketball game to be played at West Point on Saturday afternoon, 4 February.

This is on the assumption that it is a sustaining program for which no charge is made. Should you sell the program, our fee is twice the hourly rate.

Sincerely yours,

WILLIAM G PROCTOR,
Lt Col, Infantry
Public Information Officer

WGP/ftl

January 26, 1950

William G. Proctor
Lt. Col., Infantry
United States Military Academy
West Point, New York

Dear Sir:

Received your letter of January 20, granting us permission to broadcast the Army-Amherst basketball game. We regret that we will be unable to handle this game, for due to budget difficulties it would be necessary for us to have the game sponsored.

Thank you very much for your kind cooperation.

Sincerely yours,

John S. Lancaster
Sports Director

JSL/jbw

YALE UNIVERSITY ATHLETIC ASSOCIATION
RAY TOMPKINS HOUSE · 402A YALE STATION
NEW HAVEN · CONNECTICUT

ROBERT A. HALL
man of the Board of Control

WILLIAM E. PERKINS
Business Manager

December 11, 1950

Station WAMF
Amherst College
Amherst, Mass.

Attention: Sports Department

Gentlemen:

It is my understanding that Amherst College Radio Station sold the Yale-Amherst broadcasting rights to a commercial sponsor and that the Yale Athletic Association was to receive 50% of this sale price. It is my further understanding that this arrangement was completed with Mr. Robert A. Hall, Director of Athletics at Yale.

In accordance with the information that I have, I would appreciate your advising me at your convenience as to the arrangements which you were able to work out with your client.

Sincerely yours,

W. E. Perkins

William E. Perkins
Business Manager

WEP:gl

December 13, 1950

Yale University Athletic Association
Ray Tompkins House
402A Yale Station
New Haven, Connecticut

Dear Mr. Perkins:

Enclosed you will find a check for the amount of $7.50, covering 50% of our sale price for the Yale-Amherst basketball game. I, however, am very much surprised to find this the attitude of Yale University. Here at WAMF our policy is to carry Amherst College athletic events as a public service to the college community. Aside from our own station this programming is made available to the other members of the Pioneer Broadcasting System made up of the radio stations of Smith College, University of Massachusetts, and American International College.

Receiving no money from the college to pay for the telephone lines necessary to carry the games, we therefore find it necessary to sell the games for an amount covering the telephone charges.

We have had this policy in effect for more than a year, and Yale is the first college to ask for a remittance on our sale price. In fact we only accepted your terms without any real choice in the matter, for we had already sold the basketball games for this season in a package (to be assured of meeting our expenses)

The tone of this letter is not meant for the purpose of receiving any refund, but to inform you of our feeling in the matter. I hope that some day college radio station broadcasts can be done on a mutual rather than monetary basis.

Sincerely yours,

Edwards R. Hopple
Business Manager-WAMF

YALE UNIVERSITY ATHLETIC ASSOCIATION
RAY TOMPKINS HOUSE · 402A YALE STATION
NEW HAVEN · CONNECTICUT

ROBERT A. HALL
man of the Board of Control

December Fifteenth
19 50

Mr. Edwards R. Hopple
Business Manager -WAMF
Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

Dear Mr. Hopple:

This will acknowledge your letter of December 13th, addressed to Mr. William E. Perkins, in which letter you enclosed a check in the amount $7.50, covering fifty percent of the sale price for the Yale-Amherst basketball game.

I appreciate some of the comments which were made in your letter and I can well understand why you might feel that we were being pretty small about matters when considering the trivial amount involved. I think you should, however, consider the problem in the light of the following facts:

1- At the time I stated that we would split any commercial fee you might receive, I was under the impression that any fee you would charge would not only include your costs but would also include a fee for the rights themselves. This is standard procedure in connection with the sale of rights to college and professional athletic events.

2- I believe that as long as a commercial sponsor wants to cover the market for his wares, that he should be willing to pay a fee commensurate with the coverage to the particular college involved.

I certinaly do not want to take a position which will adversely affect the college broadcasting stations. I have discussed this question with Mr. Eton who has been an important factor in our own Yale station, WYBC, and he has endorsed our policy as being fair and it was for this reason that we took the position we did with you. If the coverage of the game is not worth the small additional fee for college rights to the advertiser I would reconsider the question but as a matter of policy for good business sense, it

seems to me that you could handle the situation in a fashion similar to that of WYBC.

I hope this will at least clarify our position.

Cordially yours,

Robert Hall

Robert A. Hall
Director of Athletics

RAH:jm

BASKETBALL SCHEDULES AMHERST - & UN. OF MASS.

Dec. 2	Amherst vs. Yale	Away	(N.Haven, Conn.)
9	Amherst vs. R.P.I.	Home	
	Un. of Mass. vs. Northeastern	Away	
12.	University vs. W.P.I.	Home	
13	University vs. Brown	Home	
16	University vs. Williams	Home	
	Amherst vs. Dartmouth	Home	
Jan. 3	University vs. Clark	Away	
6	Boston Un. vs University	Home	
9	University vs. Trinity	Away	
10	Amherst vs. A I C	Home	
13	Un. vs. New Hampshire	Home	
	Amherst vs. Bowdoin	Home	
17	Amherst vs. Un. of N. Hampshire -	Away	
	University vs. Wesleyan	Home	
27	Amherst vs. Coast Guard	Home	
Feb. 3	Amherst vs. Tufts	Home	
7	Amherst vs. Union	Away	
	University vs. Coast Guard	Away	
10	University vs. Springfield	Home	
13	University vs. Rhode Island	Home	
14	Amherst vs. Trinity	Home	
17	University vs. Boston College	Home	
	Amherst vs. Wesleyan	Away	
20	University vs. Tufts	Away	
	W P I vs. Amherst	Home	
28	Amherst vs. Wesleyan	Home	
March 3	Amherst vs. Williams	Home	
	University vs. R. P. I.	Home	
5	University vs. Providence	Away	
10	Williams vs. Amherst	Away	

Bowdoin College
Brunswick, Maine

DEPARTMENT OF PHYSICAL EDUCATION
TELEPHONE 551

November 8, 1950

Station Manager
Station W A M F
Amherst, Mass.

Dear Sir:

We have found behind the stands underneath the radio booths used by your station at the Bowdoin-Amherst game a pair of reading glasses with a neutral plastic frame. We are holding these here and if any of your personnel are missing these glasses, please get in touch with us.

Sincerely yours,

Mal Morrell

Malcolm E. Morrell
Director of Athletics

MEM:O

AMHERST - WESLEYAN FOOTBALL COMPLETE FORMAT
Saturday, October 28, 1950, 2:00 pm
Middletown Conn.
Pioneer Broadcasting System

PRE-GAME PROCEDURE Providing that the line to Springfield is installed in time, time checks will be given on a closed circuit basis beginning at 1:00:00 pm. They will continue every thirty seconds for three minutes, ending at 1:03:00. At 1:30:00 the same procedure will be followed for three minutes, ending at 1:33:00. A single time check will be given at 1:45:00, one at 1:45:30, and one at 1:46:00. After that the line will remain dead until air time. These time checks should be noted by all stations on the line and their own time compared. WSFL will patch the remote line into the network, so that every station can monitor these time checks. If the time checks show that the time at Middletown is not the same as studio time, adjust the air time by the amount of the difference.

AIR TIME Each station will put the remote line on the air at 1:55:00. The remote announcer will wait 5 seconds, allowing the microphone to pick up background sounds, and will begin the opening announcement at 1:55:05. Stations may present any announcement they wish just before air time. Game itself will start about 2:00.

COMMERCIAL CUTBACKS There will be six (6) commercial cutbacks during the game. These will be given by the remote announcer at his discretion, and will usually occur during time-outs. He will read the commercial cut-back cue, and will then remain silent for sixty (60) seconds. At the end of that time he will resume the description of the game. Local stations should prepare commercials which time no longer that 60 seconds. The remote announcer will identify the broadcast when he continues after each cutback, so if each station cuts back to him on time there will be no need to give a "return you now" announcement.

STATION IDENTIFICATION Station identification cutbacks will be given roughly every half hour, whenever possible. A different cue will be read by the local announcer. The break will last twenty (20) seconds, and the remote announcer will continue with the game immediately at the end of that time.

HALFTIME There will be no long local cutback during halftime. The remote announcer may cut back for commercials or station identification, but most of the halftime will be filled from the remote point, in cooperation with the Wesleyan station WESU. Local stations should not attempt to cut local, because no definite return point will be provided.

END OF GAME There will be a brief summary and the PBS cue will be given. Stations will then cut local and remain so. WAMF will feed the PBS network after-game music and sports results for the rest of the evening.

ME CHECKS: This is __(NAME)__ at Middletown. The time by our clock is ... __(TIME IN HOURS, MINS, SECS)__ ... now. (THE WORD "NOW" IS SPOKEN AS THE SECON HAND REACHES THE TIME MENTIONED)

ENING: Good afternoon, sports fans. Through the facilities of W E S U and the Pioneer Broadcasting System, we are about to bring you a play-by-play description of the game between Wesleyan and Amherst ... (ETC. THIS MAY BE PARAPHRASED IF DESIRED)

MERCIAL UTBACK: The Amherst-Wesleyan game is coming to you through the facilities of station W E S U and P B S, the Pioneer Broadcasting System. (CUT LOCAL FOR ONE MINUTE)

TION BREAK UTBACK: We'll be back in a moment after a brief pause for station identification. This is P B S, the Pioneer Broadcasting System. (CUT LOCAL FOR 20 SEC)

ER LOCAL UTBACK: This is __(NAME)__, back at Middletown, Cpnnecticut, ready to continue with our play-by-play description of the game between ... (ETC. PARAPHRASE IF DESIRED)

OF GAME: This broadcast came to you through the combined facilities of W E S U, and P B S, the Pioneer Broadcasting System.

SAVE THIS FORMAT!
IT WILL BE USED ON
ALL BASKETBALL
BROADCASTS THIS SEASON!

BASKETBALL BROADCAST FORMAT
Pioneer Broadcasting System
1950-1951

TIME CHECKS Providing the line is in in time, checks will begin at 7:30:00 pm EST and will continue at 30-second intervals untiintervals. Another similar series of checks will begin 7:45:00 and run every 30 seconds until 7:48:00. A 1-minute time check will be given beginning at 7:50:00. After that the mike will be dead.

AIR TIME All stations are to carry the game beginning at 8:10:00. The announcer at the game will allow a few seconds leeway after 8:10:00. Game time will be about 8:15.

STATION IDENTIFICATION Approximately every half hour, a 15-second station break will be given, at the discretion of the game announcer. The cue for these will be:

WE RETURN YOU NOW TO YOUR LOCAL STUDIOS FOR STATION IDENTIFICATION. THIS IS P B S, THE PIONEER BROADCASTING SYSTEM.

HALFTIME Following the cessation of play-by-play of the first half, the game announcer will continue to speak for about 3 minutes before returning to local studios. The cue for the return will be:

WE RETURN YOU NOW TO YOUR LOCAL STUDIOS FOR ABOUT TEN MINUTES. THIS IS P B S, THE PIONEER BROADCASTING SYSTEM.

The halftime will be filled by one of the PBS stations as agreed by their program departments. At about 5 minutes before the start of the second half, the game will be picked up again. (The total intermission is about 15 minutes; the game will be picked up again about 10 minutes after the end of the first half.) A time check will be given at two minutes and at one minute before the beginning of the pickup of the second half. The game announcer will allow some leeway as before. Station breaks will be made during the second half in the same way as during the first half.

GAME END The game announcer will continue to speak for about 5 minutes following the end of the game. At the end of this the game announcer will return to local studios with the following cue:

THIS BROADCAST CAME TO YOU THROUGH THE FACILITIES OF P B S, THE PIONEER BROADCASTING SYSTEM.

The policy on breaks following the game will be determined by the PBS stations in the week preceding the broadcast.

COMMERCIALS A format for commercials will be sent separately to be added to this format. This format and the commercial format to come will be in effect for all basketball broadcasts this season unless you are notified otherwise. Please adhere to it.

6:00 P.M

Doncaster

Look in Commer

box

Morph

IF

"610 ON YOUR DIAL"

OLLEGE BROADCASTING SYSTEM

WALKER HALL • AMHERST, MASS.

September, 1950

Sports Department
Amherst College
Amherst, Mass.

Dear Sirs:

Enclosed you will find some different proposals and the thoughts of station representatives about each.

We sincerely hope that we can come to some agreement, both for the benefit of the Sports program at Amherst and because the station members have worked so hard to become a recognized organization.

We feel that we can do a very worth_while job, and in doing so be a credit to the Athletic Dept., the Student Body, and the College.

Sincerely yours,

Ed Hopple

Ed Hopple
WAMF representative
in PBS.

ERH/weh

Enc.

PROPOSA L NO. I

WAMF - PBS

The Pioneer Broadcasting System proposes to broadcast through its 4 college outlets, WAMF in Amherst, WMUA at the Un. of Mass., WCSR at Smith College, and AIC Radio through the facilities of WSPL AM-FM in Springfield.

The network would feed the programs to all the outlets on a sustaining basis. Each outlet then would in turn, acquire sponsorship as it is able. The AIC station already has sponsorship of all the games, provided they can start this Saturday with a broadcast of the CHAMPLAIN -AMHERST Game. They recieve a maximum of $40.00 per broadcast, which AIC must keep 50% for its operations, the other 50% (max. $20.00) would go to the network to maintain the telephone lines to Springfield on which the broadcasts would go. This means that the Network, PBS, would just about break even on returns from AIC and expenditures for phone lines.

WAMF is interested in the furthering of the network for the network's sake, and feels that it would be doing so by subsidizing the Athletic department of the College for allowing the sports broadcasts to originate from Amherst. The University has generously donated the broadcast facilities at no cost to the network, feeling that it would stimulate interest in their athletic program.

The proposal would go thusly:

> The Athletic Department would allow WAMF to originate play-by-play broadcasts of 3 home football games, 5-7 basketball games, 3-5 baseball games. WAMF would pay the Athletic Department a flat fee of $30 per season ($90.00 a year) for this privilege.
>
> This would allow the station to broadcast the three away football games, 5-7 basketball, and 3-5 baseball games that are played away from home, as well as those home games mentioned above. It would further have available any of those games to be sent to alumni clubs, etc., free of charge at the Northampton Telephone Co., i.e., The Williams football and baseball games.
>
> The crux of the proposal is, then, that the Athletic Dept. receives $90.00 for the permission to broadcast from 11 to 15 home games, and in doing so allows everyone in this area to hear an equal number of away games. Also by this permission WAMF will better be able to perform its duty of serving the college campus and community.

This proposal has the O.K. of President Cole for the Station, and now awaits only the consent of the Athletic Board, regardless of what financial arrangements are finally made.

PROMOTION MATERIAL

These flyers, along with large painted posters are used on campus to advertise the station. Regular features appear in the STUDENT, as well as other magazine and local newspaper articles.

News releases and public service letters which were sent out are included too.

r.

May the air be filled with Christmas Cheer
For every day throughout the year.

WAMF

W A M F
The Amherst College Radio Station
Walker Hall
Amherst, Massachusetts

December 17, 1949

Dear Friend,

Sent to local advertisers, getting them aware a Radio Station was coming -- soon!) Sent at Christmas, with a Christmas blotter.

Along with our best wishes for the new year we should like to take this opportunity to inform you of the present status of the Amherst College Broadcasting System. We feel that much current talk around campus concerning WAMF is misleading and represents a bygone era in the history of the station.

Since the beginning of the present school year we have repainted and improved several of our offices. We also hope to complete the remodeling of our studios in the near future. At present the WAMF Technical Director is installing new transmitting equipment and building an entirely new and enlarged control board. When this is completed we expect that all Amherst students will have good reception. Under this new set-up most of the members of the faculty will also be able to hear the college station.

The Programming Department of WAMF in conjunction with that of WMUA at the University of Massachusetts broadcasts from 3:00 pm. on weekdays and 7:00 p.m. on the weekends. WMUA and WAMF are in a joint network called the Pioneer Broadcasting System which is the first and only college radio broadcasting network in New England. Part of our broadcasting time will be set aside for the faculty to meet any educational needs.

WAMF is now waiting for permission from the Western Massachusetts Electric Company to use their primary circuits to carry our signal. This hook up will enable us to alleviate most of the difficulties we had with our older and more cumbersome system.

No matter what the power company's answer may be, we are well organized and ready to serve the college community as the "Voice of Amherst College."

Despite the rumors, WAMF is "on the go" and will be heard with considerably improved reception very soon. Please feel free to visit our studios in the basement of Walker Hall to see what we are doing in the field of college radio. Wishing all a very Merry Christmas and a prosperous New Year, we remain

Respectfully yours,

Robert R. Vance, Jr.

For the Staff of WAMF
Amherst College
Amherst, Mass.

6:30 PM

SUNDAY

Oct. 7

Amherst College
Radio returns to
the air

0 ON YOUR DIAL

WAMF

Waking up

Behind

he

8

Ball?

NOW!

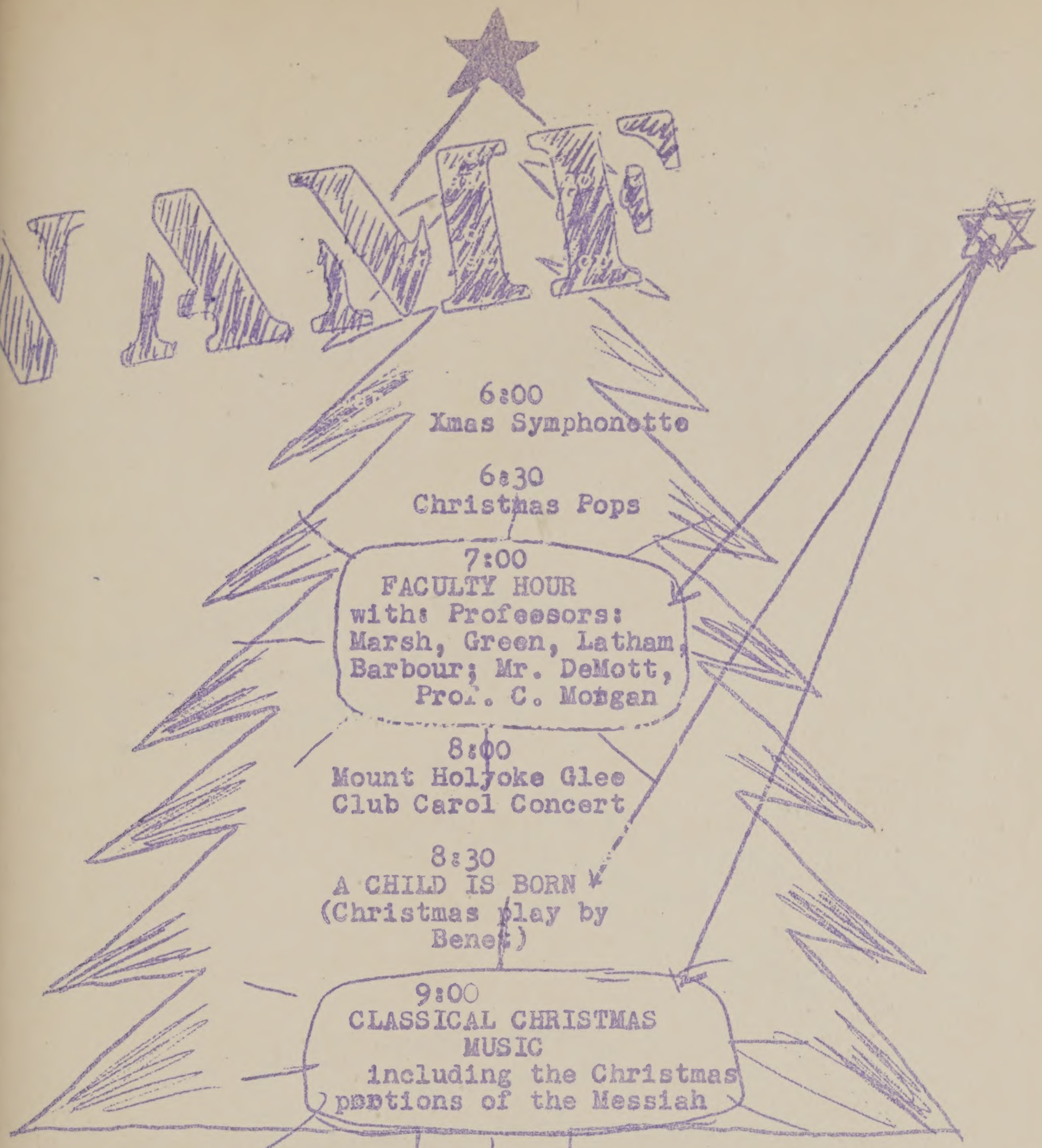
ake up to

music

WAMF 610

"Behind the
Eight Ball"
music & news 8-9 am Mon.-Fri.

e Voice of Amherst College



WAMF

6:00
Xmas Symphonette

6:30
Christmas Pops

7:00
FACULTY HOUR
with: Professors:
Marsh, Green, Latham,
Barbour; Mr. DeMott,
Prof. C. Morgan

8:00
Mount Holyoke Glee
Club Carol Concert

8:30
A CHILD IS BORN
(Christmas play by
Benet)

9:00
CLASSICAL CHRISTMAS
MUSIC
including the Christmas
portions of the Messiah

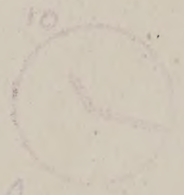
CHRISTMAS Party

CAROL SERVICE AT
11:30

JAZZ

the HISTORY of JAZZ
from African drums
to Stan Kenton

the DELTA FIVE
in a jazz concert
at the Sportsman's Club.



JAZZ goes classical
— a program of
symphonic jazz

THURSDAY, MARCH 1, ON . . .

want

P. B. S.

Pioneer Broadcasting System

March 22, 1950 Smith College

Northampton, Massachusetts

The Pioneer Broadcasting System Board

President	Robert Raschig Vance
Secretary-Treasurer	Edward Hopple
Advertising Director	Selma Pierson
Publicity Director	David Meltzer
Program Directors	Eleanor Echikson, John Hubbard, Irving Wasserman

Members at Large:

Patricia Bradford Butler, Wayne Langill, Robert Bates, Phillip Knowles

---

Formal Opening of The Pioneer Broadcasting System

Chairman of the Opening	Patricia Bradford Butler
Master of Ceremonies	James Baldwin
Hostess Chairman	Edith Clarke
Refreshment Chairman	Jane Heitman
Decoration Chairman	Mary Lou Wagman
Production Chairman	Eleanor Echikson
Technical Chairman	Robert Vance
Check Room Chairman	Susan Tuttle
Invitation Chairman	Marilyn Moss

FORMAL OPENING OF THE PIONEER BROADCASTING SYSTEM

The entire formal opening from seven until ten p.m. will be broadcast over the Pioneer Broadcasting System.

7:00 The University of Massachusetts Orchestra

Conductor: Ezra Shabas Vocalist: Grace Feener

7:30 Formal Presentation of the Pioneer Broadcasting System Charter by Robert R. Vance president of PBS to Patricia B. Butler, station manager of WCSR; Wayne Langill, station manager of WMUA and John Hubbard, production head of WAMF

7:45 Guest Speakers

Mayor Luke F. Ryan—representative of Governer Dever

Mr. F. Turner Cooke—production head WMAS, Springfield

Mr. A. L. Davis—general superintendent of Western Massachusetts Electric Company

Mr. David Rynne, Jr.—representative of MGM records

8:15 Station WAMF presents "Spotlight"

Dramatic Play entitled "Happiest Man on Earth" by Albert Maltz, adapted for radio by Robert Morgan

Announcer: Donald Finberg Producer: Robert Morgan

8:30 Station WMUA presents "Behind the Mike"

Accordionist: Louise Moncey

Announcer: John Nobile Producer: Irving Wasserman

8:45 Station WCSR presents "Ballads and Bows"

Pianist: Pug Henry Fashions: Rhoda Rosenthal

Announcer: Lois Goldberg Producer: Eleanor Echikson

9:00 Refreshments will be served. James Baldwin, staff of WAMF, will conduct a roving mike program during which guests will be interviewed over the air. Entertainment will be furnished by Marilyn MacKay, staff of WCSR, Carol Joyce, staff of WCSR, the Smith College Smiffenpoofs and the Amherst College Freshman Octet.

The Pioneer Broadcasting System

Tonight is the formal opening of the Pioneer Broadcasting System which is the first direct line intercollegiate broadcasting network in the country. The Pioneer Broadcasting Network is composed of the student operated radio stations at Smith College, Amherst College and the University of Massachusetts. PBS gets its name from the Pioneer Valley area in which the three colleges are located.

The three stations, Amherst College's WAMF, WMUA at the University of Massachusetts and Smith College's WCSR seven miles away in Northampton, Massachusetts are linked by direct telephone connections for the daily three-way broadcasts. Through the medium of the PBS network a state university, a privately endowed men's college and a privately endowed women's college, all of which are residential, are joined together.

Programs over the Pioneer Broadcasting System reach approximately 8,000 college listeners. This project in intercollegiate co-operation brings the three colleges, which are geographical neighbors, closer together in interests and student life. On quiz programs students from the three colleges can pit wits against each other. Radio drama becomes more interesting when it can use actors from men's and women's colleges, and interview programs can have three college faculties to draw from. For music broadcasts the record libraries of the three stations are pooled giving a wider variety of popular and classical music from which to choose. Programming time is increased to 69 hours a week and a greater variety in programs is available as well as a greater market for advertisers. Also, through the work in the Pioneer Broadcasting System the station members totalling 350 students from the three stations are given an opportunity to gain experience which more nearly approximates that of professional radio.

NOTE: Because of the program of smokers in connection with fraternity rushing, WAMF will not be on the air Sunday, March 2nd.

MONDAY
8:00 A.M. Behind the Eight-Ball
6:00 Symphonette
6:30 Discology 29
7:00 News
7:05 Sportlight
7:15 Marianne Glasel
7:30 Delta Five
8:00 World Tonight
8:15 Concert Hall
10:00 Nightmare Alley
10:30 Night Owl
11:00 News
11:05 Amherst on the Air
11:15 Night Owl

TUESDAY
8:00 A.M. Behind the Eight-Ball
6:00 Symphonette
6:30 Discology 29
7:00 Front and Center
7:30 Jazz
8:00 World Tonight
8:15 Concert Hall
10:00 Chills
10:30 Night Owl
11:00 News
11:05 Amherst on the Air
11:10 Amherst Sports Parade
11:15 Night Owl

WEDNESDAY
8:00 A.M. Behind the Eight-Ball
4:00 News
4:05 Masterworks
5:00 News
5:05 Off the Record
5:30 Deep Purple
5:55 Sports
6:00 Symphonette
6:30 Discology 29
7:00 News
7:05 Sportlight
7:15 Top of the Stack
7:30 Filler
8:00 World Tonight
8:15 Concert Hall
10:00 Fifth Row Center
10:30 Night Owl
11:00 News
11:05 Amherst on the Air
11:15 Night Owl

STARTING WEDNESDAY:
TWO MORE HOURS
OF AIR TIME ON WAMF! 4 to 6 P.M.

THURSDAY
8:00 A.M. Behind the Eight-Ball
4:00 News
4:05 Masterworks
5:00 News
5:05 Off the Record
5:30 Deep Purple
5:55 Sports
6:00 Symphonette
6:30 Discology 29
7:00 News
7:05 Sportlight
7:15 Top of the Stack
7:30 Hot and Cold
8:00 World Tonight
8:15 Concert Hall
10:00 Stairway to the Stars
10:30 Night Owl

FRIDAY
8:00 Behind the Eight-Ball
4:00 News
4:05 Masterworks
5:00 News
5:05 Off the Record
5:30 Deep Purple
5:55 Sports
6:00 Symphonette
6:30 Discology 29
7:00 News
7:05 Sportlight
7:15 Amherst Speaking
7:30 P.B.S. Open House
8:00 World Tonight
8:15 Concert Hall
10:00 Night Owl
11:00 News

SATURDAY
7:00 News
7:05 Sportlight
7:05 Party Line
8:00 Pre-game Music
8:10 Basketball:
Amherst vs. Williams
Following the game:
House Party

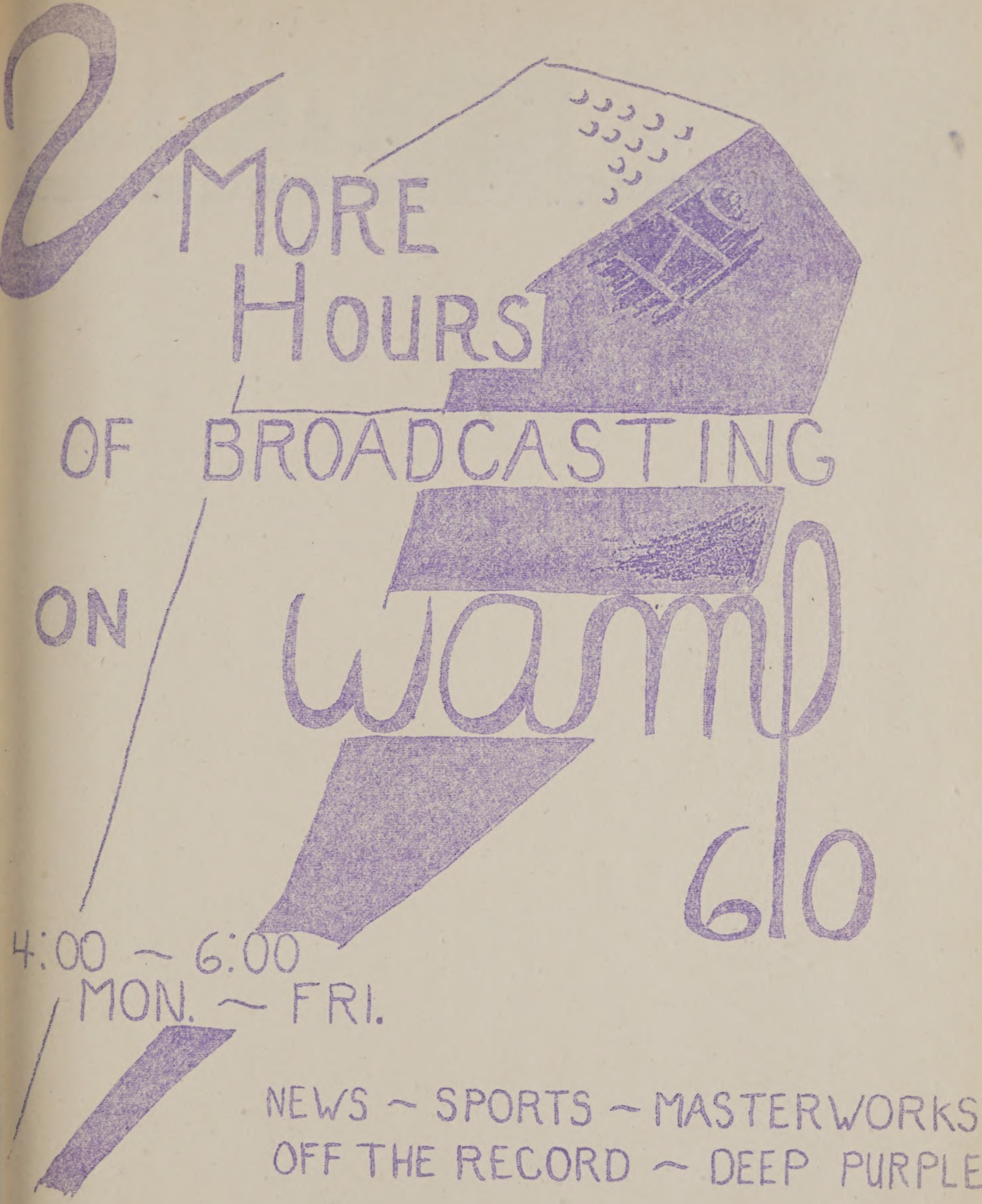
Wake up to

BEHIND the

WAMF

COMING ATTRACTIONS

MARCH 1-8

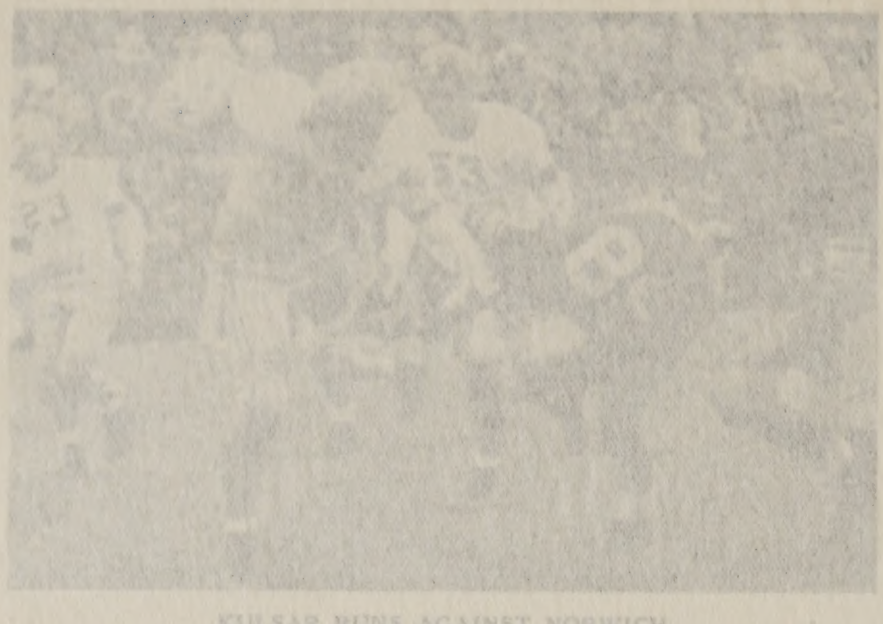

2 MORE HOURS
OF BROADCASTING
ON
waml
610
4:00 ~ 6:00
MON. ~ FRI.
NEWS ~ SPORTS ~ MASTERWORKS
OFF THE RECORD ~ DEEP PURPLE

WAMF

PROMOTION DEPARTMENT
BULLETIN

DATE:

"560, 610, and 650 on your dial!!"



KULSAR RUNS AGAINST NORWICH

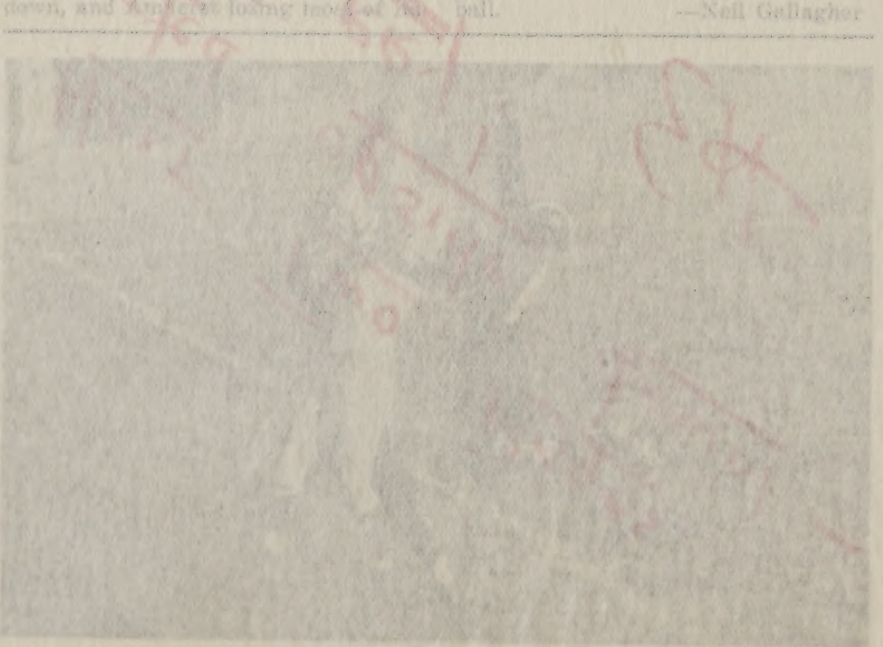
In spite of the obvious fact that these men must be eliminated from the selection due to their limited action, it must be stated that no honorary team selection does justice to these performers. In exceptional cases, such players are often judged on their performance during the previous season. In fact two of the voting coaches in the STUDENT poll gave honorable mention to men on the sole basis of last year's showing, or early season scouting reports. It must be concluded, then, that no man can be rated by potential, and that actual participation is the only fair means of selection.

In general the quality of play in the Little Three was much better this season than the past three when Wesleyan far outstripped Amherst and Williams. The pendulum now seems to be swinging toward Williamstown, with Wesleyan apparently slowing down, and Amherst losing most of its material. New faces are bound to appear in these selections next year and they will very likely come from the Honorable Mention group of this season. Fourteen of the 22 men on the first two teams will graduate, leaving many holes to be filled.

The two-platoon system, which made the selections so difficult this season, will, from all indications, be scrapped, not because it was unsuccessful but because the last of the war-swollen classes will have departed, and with them, the depth necessary to maintain the system at schools the size of the Little Three.

The STUDENT extends its thanks to the coaches for their cooperation in helping us to honor these men, and also extends its sincere regrets to the many excellent players whose deeds may have gone unnoticed in the complexities of offensive-defensive football.

—Neil Gallagher



SCHOLTZ OUTMANEUVERS THE COAST GUARD

— VISIT —

JOE'S

CAFE

For Fine Italian

● Pizza Pi

● Spaghe

● Grinde

33 Market St.

Facing The Camp

COLLEGE DR

STORE

A complete

Line of

Pharmaceutical

Products

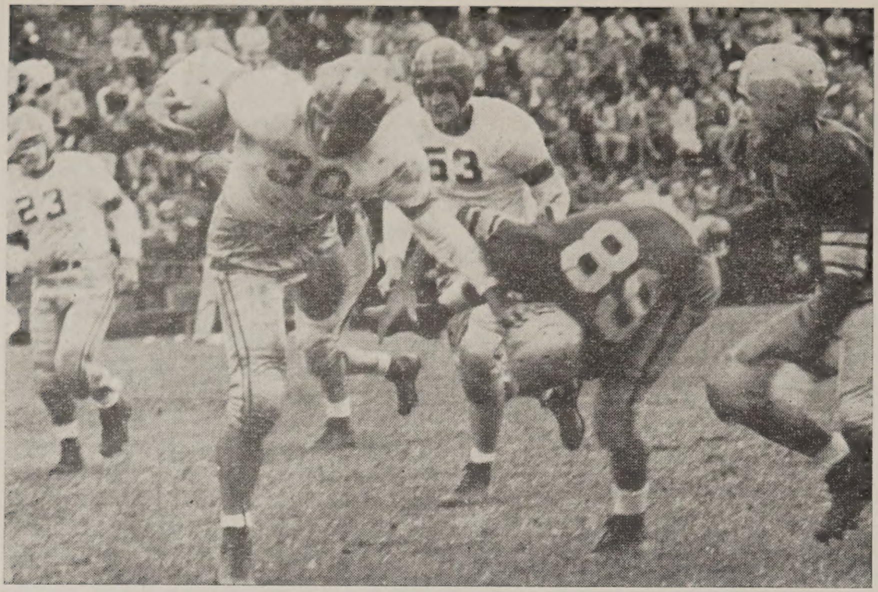
"For the best in

SEE

Bill McGrath, Ph

Next Two Pages
inserted upside down -
Sorry!

EH



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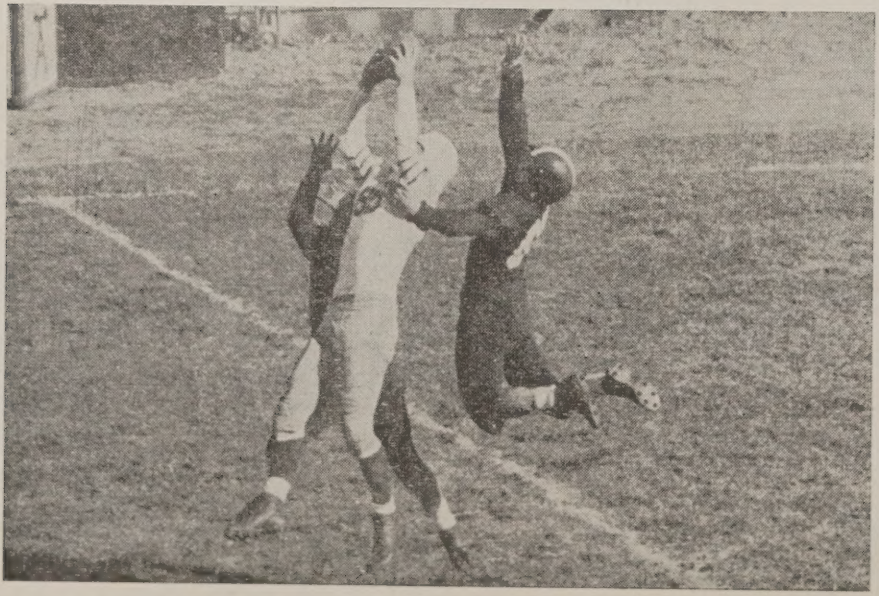


SCHOLTZ OUTMANEUVERS THE COAST GUARD

— VISIT —

JOE'S

CAFE

For Fine Italian Food

● Pizza Pie

● Spaghetti

● Grinders

33 Market St. Hamp.

Facing The Common

COLLEGE DRUG

STORE

A complete

Line of

Pharmaceutical

Products

"For the best in health"

SEE

Bill McGrath, Pharmacist

BASEMENT BROADCASTING

WAMF is the Amherst College adio station. It is the youngest of ne student activities, having had its rst organizational meeting in the pring of 1948. Possibly because of s youth, WAMF, of "Wham-uff," is ne of the least familiar of campus ctivities. This lack of notice rompted us to visit the station one Ionday evening this Fall.

For the uninformed to gain enrance to the studios is something of problem in itself. Underneath the orth porch of confusing Walker hall, n obscure cellar entrance at the foot f a flight of steps opens directly into ne studio office. Within a large, brick alled room, we found the production anager sitting comfortably behind a and bare desk. The simple neatness f the room was disturbed only by ulletin boards, file cabinets and more and bare desks. Several doors led nto other nooks in the depths of the ellar, and to the actual broadcasting udios. The production manager proided us with all pertinent facts that were not evident by sight alone.

After the first organizational meeting in the Spring of 1948, those interested in the station spent what remained of that semester clearing the clotted basement of Walker for studio space. Since the college's installation of central heating, the furnace room and coal bin of Walker had had no use except as a rat trap laboratory for Professor Koester.

Meanwhile, the Trustees of the College granted a loan of three thousand dollars to help further the building of WAMF. By the following September, the studios had been partitioned off, the simple furniture installed, and most of the Trustee loan depleted. The little money that remained was inadequate for even a minimum purchase of recorded music. Operating expenses, the large item in any activity, were completely uncovered.

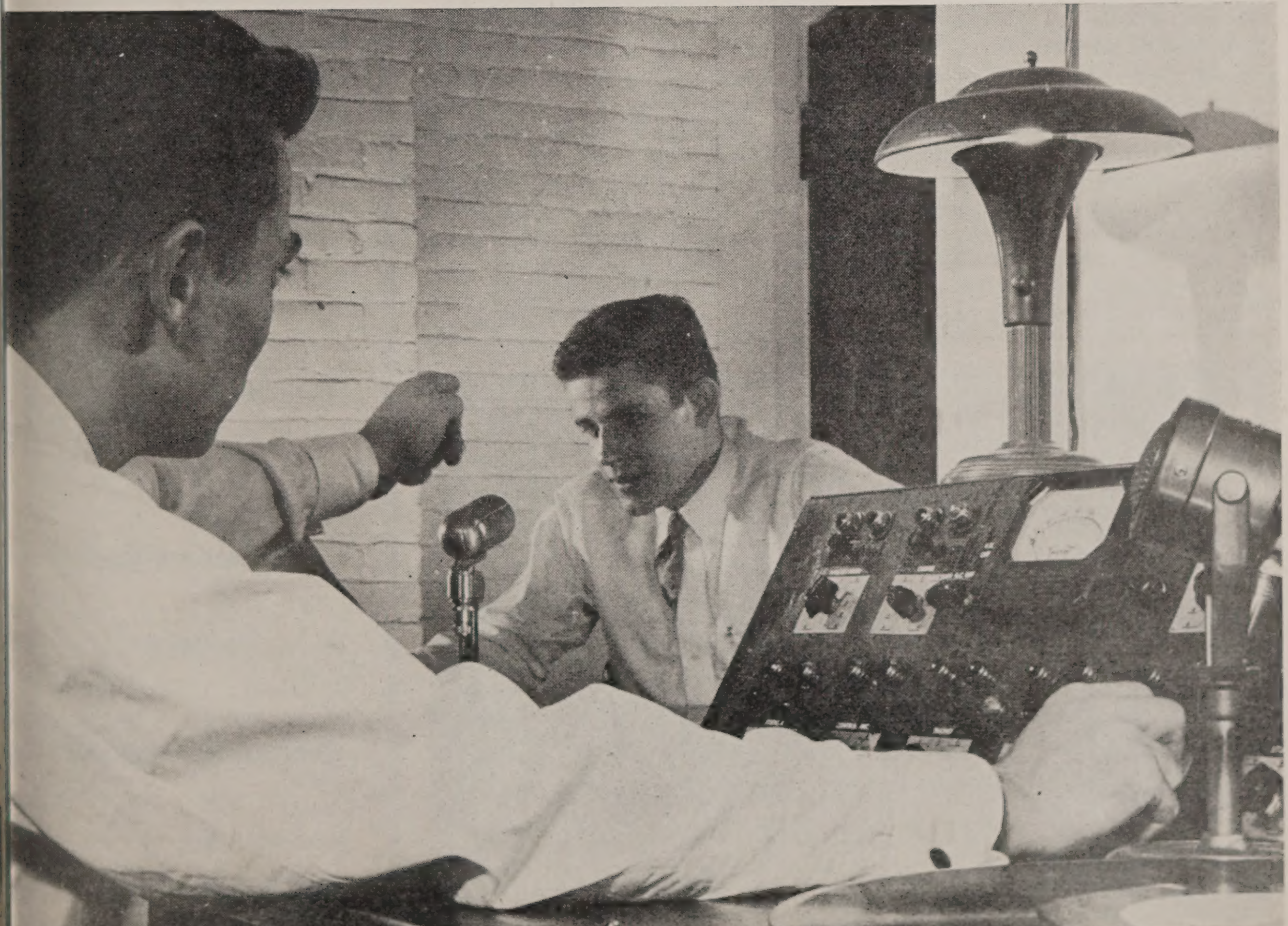
During the first months of operations, the station was headed by its founders. Since that time, there have been several shifts of personnel, so that today not one of the five charter officers remains with WAMF, though two of them are still in school.

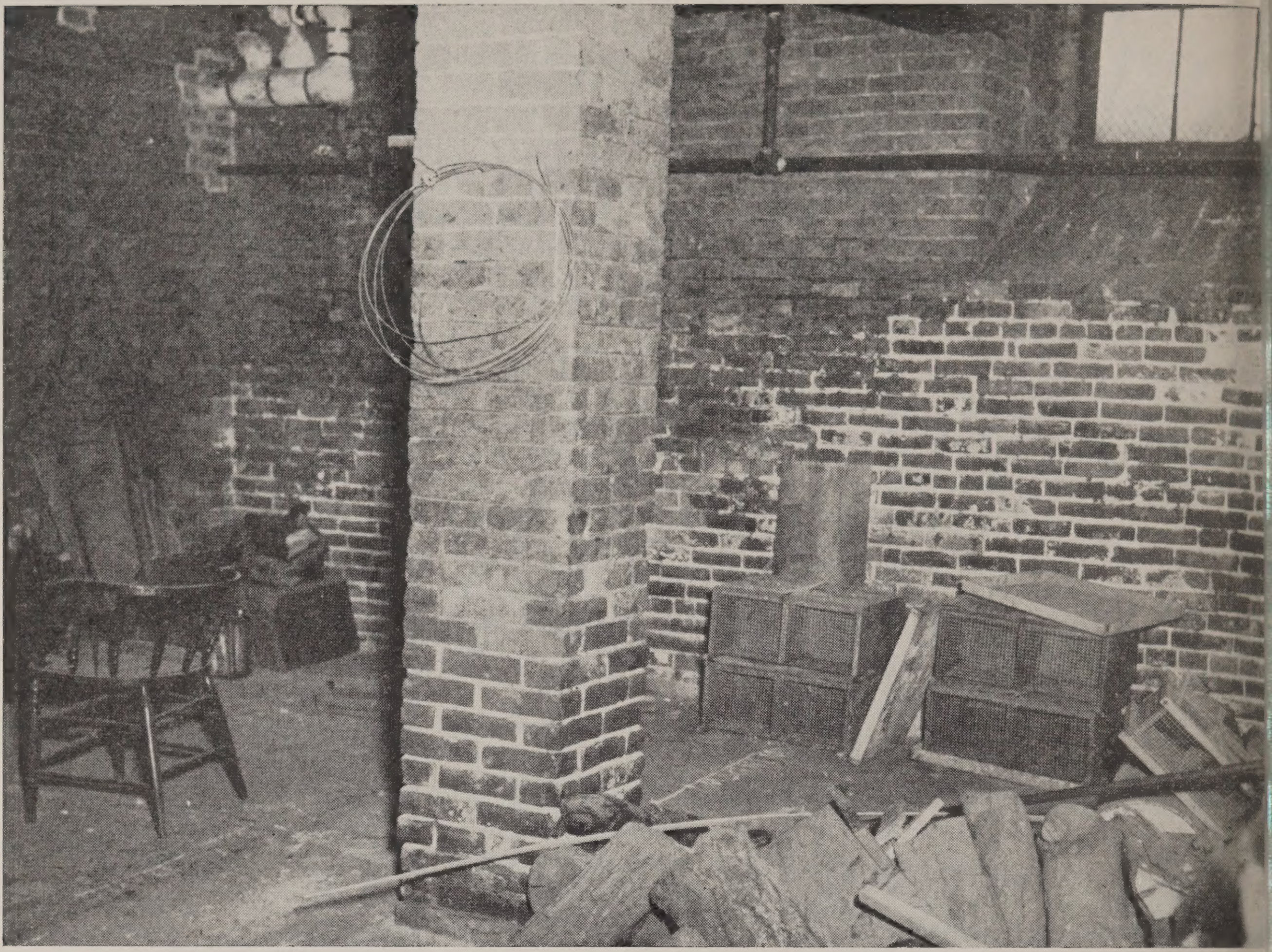
We were informed that the Federal Communication Commission, and various technical obstacles, limited the original range of broadcasting to the dormitories. The unfamiliar broadcasting hours, set by the FCC, extended from seven thirty to eleven o'clock weekday evenings. On Saturdays, the local station was allowed to continue operation until midnight.

The hampering problem of obtaining a large stock of recorded music remained unsolved. Loans from the Jeffery Amherst Music Shop, plus transcriptions from the Veterans Administration, the Navy Department, and the French Broadcasting System provided temporary and limited relief.

At this point, our interview was interrupted by a colorless assistant who informed us that an actual broadcast was about to begin . . . This produc-

NOW





THEN

tion, we were quickly told, would be carried to each room in the studio by loudspeaker.

The production manager officially signed "on the air," and for fifteen minutes, via Navy transcriptions, we listened to Harry James grind out some of the swing numbers of the war years. Between songs, the maestro stopped to comment on the Good Life in the navy.

Following this brief musical transcription, the production manager returned to the interview. In a word, he pointed out that the station had become "loose" in its organization. A board of officials manages the activity, but no one man carries supreme responsibility. The secretary presides at all meetings and handles public relations. Working with him, along with the production manager, are a program director, a technical director, and a business manager. A "staff" of about sixty competitors comprises the remainder of the organization. It seems that their regulations with the station are indeed "loose." Only fifteen of these men were with the station in its first year, and not one of the fifteen could show previous broadcasting experience on his record.

The discussion was again interrupted, as a worried technician wondered aloud what was going to fill the next fifteen minutes of broadcasting time. The answer came in the form of a suggestion that he turn over the navy transcription. Once again a tired Harry James played and propagandized over the speakers in each room.

A vague looking sophomore materialized in another door with an album of Tschaikowsky's Sixth Symphony under his arm. This was the offering for the evening's "Pocket Concert." The competitor requested that the production manager announce the program in his place, as he had trouble pronouncing the middle and last names of the composer of the Sixth Symphony. An examination of his script revealed that it was not fully written out, but was to be presented and filled in spontaneously from outline form. Within the outline was a confusing note concerning a quotation from Virginia Woolf, which was in some way related to the Sixth Symphony. We noticed that we shared our confusion with the announcer, who left to write an "appropriate comment." Before leaving, he was assured that the timing would be inaccurate, and that he could rep
the theme as often as necessary un
the alloted time elapsed.

The genial production manager
plained to us that the writ
announcer system produced scripts
a lower standard, but that it was
time-saving device. Furthermore,
prevented an over-abundance of
nouncers. We were not sure what
over-abundance of announcers wo
lead to, but we were readily convinc
that the writer-announcer system p
vented it.

With most of the evening's sched
ing problems settled, our host start
us on a tour of the studios.
walked through a door into a foy
which presented a view of both bro
casting studios through glass w
dows. The larger of the studios
studio B (for big). This is used
the great majority of the broadcas
Adjoining is studio A (for
nouncer), which has hardly ever be
entered since its construction. Bo
of these rooms look beyond into t
control room through large dou
windows. The floors are carpeted, b
the furnishings are consistent w
the simple plan of the front offi

Walking through these studios,

DEERFIELD

LUMBER

COMPANY

42-44 Elm Street

South Deerfield, Mass.

A complete line of

Building Materials

Get Your

Party Snacks

At HARVEY'S

"Opposite the Flagpole"

came to a small hallway. On one side of this hallway is the work shop where the technical equipment is assembled and repaired. Opposite the shop is the control room, probably the most interesting, even fascinating part of the station. Two turntables, many playing arms, a control board, and a transmitter were in evidence.

The only man present was a technician, who didn't hesitate to point out that he was new and not completely familiar with the job. However, he did oblige us with several mechanical and electrical tricks which duly impressed our uninformed minds.

The production manager next showed us the record library, housed in a very large, cluttered closet. The library was described as being in a state of flux. The recordings and transcriptions, though few in number, were neatly indexed. The latest additions were simply spread over a table in the process of being indexed, though no one was working at that moment.

Our guide was again stopped by a technician, who requested to announce a program, and solve the pronunciation problem of the "Pocket Concert." The aspiring technician was warned about the untimed script, and told to repeat the theme until eleven o'clock.

Back in the office after our tour, the business manager told us of the poor advertising situation in the town. He had strong hopes, however, that the increased broadcasting range, which now includes the fraternity houses, would encourage sponsors. This expanded range is due only to the prolonged efforts of the technical director. We also learned of the plans for a network to extend to the University of Massachusetts and Northampton. This, according to the business manager, will give increased advertising coverage, and more manpower. An agreement has already been worked out with the University of Massachusets, so this plan may very well relieve many of the deadlocks now existing in WAMF.

The only permanent broadcasts are sponsored by the New York *Times*, and *Newsweek* magazine. The first is the nightly newscast, for which the *Times* telegraphs the news to WAMF. *Newsweek* sponsors a review of each edition of the magazine every Thursday night. The only other steady source of income comes from the student tax. Every undergraduate pays two dollars to the station this year. As yet, no money has been accumulated to repay the Trustee loan, but the business manager expressed hope that someday this loan could be repayed. Meanwhile the friendly and cooperative production manager has resigned.

—Rod Clarke

HAVE YOU HEARD ?
IF YOU CAN FIND PLEASURE IN THE LITTLE THINGS OF LIFE, THE BIG ONES WILL NEVER PASS YOU BY

There's a lot of pleasure to be found in S. S. Pierce products. If you haven't tried them, you've got a big treat in store. Russell's carry only the best.

RUSSELL'S PACKAGE STORE

Tel. 697

For

Your Evening Paper

Read

THE

DAILY HAMPSHIRE

GAZETTE

Amherst Office 30 Main St.

News Advertisement

SHOULD WE HAVE

TOTAL RUSHING

Steve Whitmore says **YES**

Ralph Peters says **NO**

HEAR BOTH SIDES

640 WAMF

Thursday and Friday 11:05

Amherst On the Air

OCT. 20 1:45 PM

1790

OAST GUARD

VS

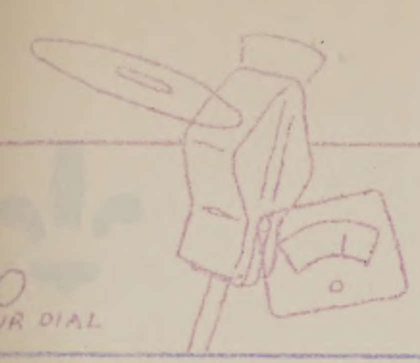
AMHERST

◆

610 on your dial

WAMF

The Voice of Amherst College



WAMF

PRESENTS

610
ON YOUR DIAL

TAKE A LOOK AT THAT HEADING. YOU'LL BE SEEING A LOT OF IT FROM NOW ON. OF COURSE YOU'VE HEARD OF W A M F, THE COLLEGE BROADCASTING STATION. WHAT PERHAPS YOU DIDN'T KNOW WAS THAT W A M F IS GOING ON THE AIR AFTER AN EXTENSIVE TECHNICAL OVERHAUL. THAT'S RIGHT, W A M F, 610 ON YOUR RADIO DIAL WILL BE ON THE AIR OCTOBER 7.

FROM 6:30 to MIDNIGHT, WE WILL BRING YOU ALL KINDS OF LISTENING ENJOYMENT: MUSIC (POPULAR AND CLASSICAL) NEWS OF THE WORLD AND OF THE CAMPUS, DRAMA, INTERVIEWS, WEATHER, THE TRIED AS WELL AS THE UNUSUAL IN RADIO. ALMOST ANY TIME OF DAY, YOU ARE SURE TO FIND SOMETHING YOU LIKE ON W A M F.

LATER, AS WE BEGIN TO STRETCH OUT, OUR BROADCAST DAY WILL EXTEND FROM MORNING TO AFTER MIDNIGHT. OUR STANDARD THIS YEAR IS "QUALITY INSTEAD OF QUANTITY", AND ~~H~~ THEREFORE WE WILL NOT EXPAND THE SCHEDULE WITHOUT TRAINED AND COMPETENT PERSONNEL TO BRING YOU THE BEST THE AMHERST AREA CAN OFFER IN PROGRAMMING.

WE HOPE YOU'LL TUNE IN - WE KNOW YOU'LL STAY TUNED.

REMEMBER - OCTOBER 7, TUNE IN

W A M F 610 ON YOUR DIAL

HEAR

"THE TENTS OF THE ARABS"

on

SPOTLIGHT

TONIGHT AT 8:30

over

WAMF

8:15	Tue....Talent on Campus
	Wed....Songs by Caswell and Craig
	Thur....Top of the Stack
	Fri....Poetry
	Sat...,Basketball-Amherst vs Alumni
8:30	Sun....Spotlight
	Mon....Fifth Row Center
	Tue....Chills
	Wed....Strictly Wax
	Thur....Pot Pourri Time
	Fri....To Be Announced
9:00	Concert Hall
10:00	Night Owl (Part I)
11:00	UP News
11:05	Amherst On The Air
11:10	Mon., Wed., Fri....Amherst Sports
11:15	Night Owl (Part II)
12:00	Sign Off

NEWS

* The Week In Review - Sunday Edition

* Campus and Local - Amherst On The Air

WAMF

Program Schedule

WEEK OF

DECEMBER 9 - 15

STUDIOS IN WALKER HALL
AMHERST COLLEGE
AMHERST, MASS.

TELEPHONE:
1230
1050, EXT 239

6:00 Longine Symphonette

6:30 Discology 29

7:00 UP News

7:05 Sun.-Fri.... Wellworth Sportlight
Sat....Party Line

7:15 Sun....Guest Artist
Mon....Guest Artist
Tue....To Be Announced
Wed....Guest Artist
Thur....National Guard Show
Fri....Guest Artist

7:30 Sun....New Jazz
Mon....Delta Five
Tue....Jazz
Wed....Jazz Sounds
Thur....Hot and Cold
Fri....W A M F Open House

8:00 Sun....Sunday Edition
Mon.-Fri....The World Tonight
Sat....Pre-game Music

8:15 Mon....Top of the Stack

(Continued on last page)

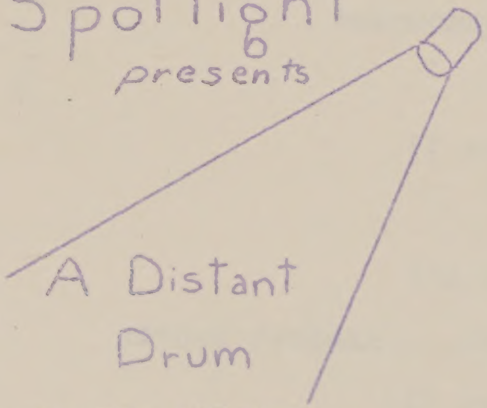
JEWELER

open house

The Holyoke V-8's
with
Jim
Daggitt
at
the piano

Friday
December 14
Warmup...7:00
Broadcast...7:30

Spotlight
presents



A Distant
Drum
by Bob O'Brien

Sunday
Dec. 9
8:30 P. M.

C ASWELL
and
RAIG

Wednesdays
8:15 - 8:30

Banjo
Guitar
Vocal

Waking up

Behind

he

Ball?

NOW!

ke up to

usic

WAMF 610

"Behind the
Eight Ball"
music & news 8-9 am Mon.-Fri.

Voice of Amherst College

his is

AMHERST SPEAKING

Vol. II

A roundup of all the important vents of the fall term.

- On-the-spot recordings!
- Actual voices!

ALL '51 AT AMHERST IN A NUTSHELL → Saturday 7:00 pm and Sunday 7:30 pm

0 WAMF 610

The Voice of Amherst College

OCT. 14-20

WAMF 610

leekly Program Schedule

us news
it happens

erst news
en it's
ews
on
erst on
Air"
Nightly

Sunday to Friday, Oct. 14-19

6:30	Symphonette
7:00	UP News
7:05	Sports
7:15	Dealer's Choice
7:30	Jazz
8:00	The World Tonight
8:15	To be announced
8:30	Sun.--Spotlight Mon.--Fifth Row Center Wed.--Strictly Wax Thu.--Pot-Pourri Time Fri.--Songs of Broadway
9:00	Concert Hall
10:00	Night Owl (part 1)
11:00	UP News
11:05	Amherst on the Air; Sports
11:15	Night Owl (part 2)
12:00	Sign off

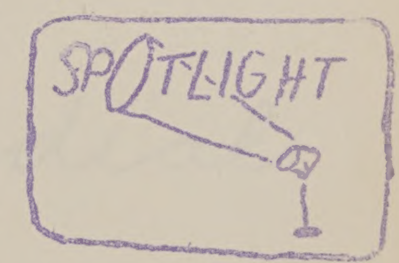
(No broadcast Tues. until 9)

Saturday, Oct. 20

1:45	Football Amherst vs Coast Guard

Exciting drama by Amherst actors!

Drama-comedy-fantasy on



e Voice of Amherst College

Football!

AMHERST
VS
BOWDOIN

45 PM - OCT. 13

◆

610 on your dial

WAMF

The Voice of Amherst College

BACK ON THE AIR

PBS OPEN HOUSE

THIS FRIDAY!

DELTA FIVE

JAZZ PARTY

STUDIO WARMUP
SESSION
7:15 P.M

SEE IT
IN
STUDIO C

HEAR IT
610
ON YOUR DIAL

ON THE AIR:
:30 P.M. FRIDAYS

wamf

SPONSORED BY
LIFF WINN YOUR AMHERST JEWELRY DEALER

Want to keep up with the tops in pops . . .

-AND-

in cigarettes too?

esterfield
CiGARettes

TUNE IN:

"DISCOLOGY 29"

F
RI
7:00

ATURING:

the **chesterfield**

WHEEL OF FORTUNE

TECHNICAL DEPARTMENT

The problem from the beginning was the technical operation of the system. A report is given, prepared by Robert R. Vance, Jr. giving the situation prior to the power company allowing the station to induce the signal into their main lines.

The technical set-up of the station is constantly being changed, and each change is accompanied by schematic drawings of what the existing equipment is, and of the telephone line situation, control board make-up, and other information which must be known to maintain a "home made" control board. A typical set of those is enclosed.

The Tech. Dept. actually designed and built all the equipment, and students maintain it all. There have been a number of major overhauls, and each on gives the station a technical efficiency that approaches commercial radio.

Material which the Technical Dept. uses in its daily operations, the logs it keeps, and the reports it must make are also found after the drawings.

Report from the Technical Department - May 10th, '49

With the expenditure of approximately $350.00, the following fraternity houses and dorms may be wired to receive WAMF by September, 1949:

- North College
- South College
- Valentine
- Pratt
- Morrow
- Stearns
- James
- Chi Phi
- Delta Kappa Epsilon
- Lord Jeff Club
- Theta Delta Chi
- Theta Xi
- Chi Psi
- Psi Upsilon
- Phi Gamma Delta
- Kappa Theta
- Alpha Delta Phi

The telephone company does not have further facilities to enable us to extend coverage farther, and may even have to curtail our present coverage to furnish a line to Pratt Field during football season. Thus the following fraternity houses cannot be served by WAMF:

- Phi Delta Theta
- Delta Upsilon
- Phi Alpha Psi
- Beta Theta Pi

It will be necessary to utilize four different frequencies to serve those houses to which facilities may be extended by next September. In addition, inherent technical instabilities of the system involved are conducive to occasional program distortion over which we have no control. From these facts it may be seen that the present method of contemplated transmission can never give completely satisfactory results. Although the wired wireless station should probably be continued even on this restricted basis with an eye to the eventual repayment to the trustees of their loan, the only feasible alternative to wired wireless for completely satisfactory, effective, and professional coverage is low-powered FM.

With this alternative in mind, the following figures were compiled. They include every expense involved in the setting up of a new station. The tentative list of operating expenses is of course subject to change depending on how much use the FM station can make of such facilities of the wired wireless station as the record library, office equipment, etc. if the wired wireless station is continued.

In the event the trustees approve the idea of FM, it is assumed that the initial expense of $6000 either will be subscribed by the college or may be solicited from alumni. (When Mt. Holyoke College established their station, a contribution of $5000 was received from the Philadelphia Alumnae group.) While a portion of the operating expense might be paid by the college, the major part of it could be furnished by a student tax. (No advertising on educational FM).

Contemplated costs involved in the establishment of an FM station:

Initial:	All expenses are represented	
	Transmitter (Gates BFE-10, 10 watts)	$2175.00
	Studio console and amplifiers (Raytheon RC-11)	1300.00
	Turntables and pickup arms	250.00
	Remote amplifier (athletic events, etc.)	225.00
	Remote lines (Kirby, Babbott Room, etc.)	25.00
	Remote lines switchboard	100.00
	Labor - installation of antenna	100.00
	Microphone and speakers	300.00
	Control room and two studios	1325.00
	Miscellaneous	200.00
		$6000.00
Operating:	Maintenance of technical equipment	250.00
	Maintenance of office equipment	100.00
	Paper and stationery	100.00
	Needed telephone lines for away games (rental)	750.00
	New records	150.00
	Promotion	400.00
	Engineers' salaries	512.00
	Reserve fund	228.00
		$2500.00

Reception will be good in the area bounded by Deerfield, Pelham, Belchertown, and Northampton. In order to achieve satisfactory height and efficiency, it is recommended that the antenna be installed on top of Stearns Church, with the studios in the basement of the art building. Since the transmitter must be as near the antenna as possible, the antenna must be erected on top of Walker Hall if the additional studios are to be in Walker.

STANDARD CABLE COLOR CODING

Pair No.	Color	Mate	Pair No.	Color	Mate
1	Blue	White	26	Blue-White	Red
2	Orange	White	27	Blue-Orange	Red
3	Green	White	28	Blue-Green	Red
4	Brown	White	29	Blue-Brown	Red
5	Slate	White	30	Blue-Slate	Red
6	Blue-White	White	31	Orange-White	Red
7	Blue-Orange	White	32	Orange-Green	Red
8	Blue-Green	White	33	Orange-Brown	Red
9	Blue-Brown	White	34	Orange-Slate	Red
10	Blue-Slate	White	35	Green-White	Red
11	Orange-White	White	36	Green-Brown	Red
12	Orange-Green	White	37	Green-Slate	Red
13	Orange-Brown	White	38	Brown-White	Red
14	Orange-Slate	White	39	Brown-Slate	Red
15	Green-White	White	40	Slate-White	Red
16	Green-Brown	White	41	Blue	Black
17	Green-Slate	White	42	Orange	Black
18	Brown-White	White	43	Green	Black
19	Brown-Slate	White	44	Brown	Black
20	Slate-White	White	45	Slate	Black
21	Blue	Red	46	Blue-White	Black
22	Orange	Red	47	Blue-Orange	Black
23	Green	Red	48	Blue-Green	Black
24	Brown	Red	49	Blue-Brown	Black
25	Slate	Red	50	Blue-Slate	Black

NOTE: The last pair in all cables is a *red* with *white* mate.

WAMF 12-CONDUCTOR CABLE CODING

Pair No.	Color	Mate	Pair No.	Color	Mate
1	Blue	Black	4	Brown	Black
2	Yellow	Black	5	Red	Black
3	Green	Black	6	White	Black

W A M F - NET&T TERMINAL BOX CODING

OUTER OFFICE

PAIR #	DESIGNATION
17	
18	
19	Remote loop to Amherst Central (PLP 36)
20	1050/321 Public Relations
21	Network
22	1050/326 (via C#2)
23	1050/218
24	1050/327 (via C#3)
25	1050/313 (via C#4)
26	1050/244 (H.B.Thatcher
27	
28	1050/239 WAMF
29	Teletype
30	1050/325 (via C#5)
31	1050/241
32	1050/222
33	Remote loop to Amherst Central (PLP 37)
34	
35	1230
36	Western Union Clocks
37	
38	
39	
40	
41	
42	1050/

STUDIO C

1	1050/
2	1050/326
3	1050/327
4	1050/313
5	1050/325
6	Western Union Clocks
7	Studio C speaker
8	Channel #1 speaker
9	Channel #2 speaker
10	Local speaker
11	Network speaker

TE 6-51

WAMF - CONTROL ROOM TERMINALS

PHONE BOX

PAIR #	DESIGNATION
1	Remote #1 - Gym & Cage
2	Remote #2 - (floating)
3	Remote #3 - Mead Auditorium
4	Remote #4 - Johnson Chapel
5	Remote #5 - Valentine Hall
6	Remote #6 - Loop to Amherst Central (PLP 36)
7	Transmitter meter line
8	Modulator line
9	Network line
10	CR speaker line
11	OTA - CR

MAIN AMPLIFIER TERMINALS

TERM #	BLOCK #1	BLOCK #2	BLOCK #3
1	Output common 8	Output common	Output common
2	8 ohm output	8 ohm output	8 ohm output
3	500 ohm output	500 ohm output	500 ohm output
4	Input	Input	Input
5	Recorder input (tie)	B plus to preamps (tie)	120v.DC Xmtr. relay (tie switched)
6		B plus to main amp	120v.DC Xmtr. relay (tie to switch)
7	Common ground	Common ground	Common ground
8	Xmtr. meter line (tie)	6.3v. to amp & board	--------------
9		6.3v. to amp & board	--------------

TE 8-51

WAMF - CONTROL ROOM TERMINALS

PHONE BOX

BLOCK A DESIGNATION	PAIR	BLOCK B DESIGNATION
emote #1 - Gym and Cage	1	Remote #1 - Gym and Cage
emote #2 - Loop to Amherst Central (PLP 36)	2	Remote #2 - Loop to Amherst Central (PLP 36)
	3	Remote #3 - Mead Auditorium
emote #4 - Johnson Chapel	4	Remote #4 - Johnson Chapel
	5	Remote #5 - Valentine Hall
emote #6 - Loop to Amherst Central (PLP 37)	6	Remote #6 - Loop to Amherst Central (PLP 37)
estern Union Clocks	7	Transmitter Meter Line
herst 1230	8	Modulator Line
twork Line (PLP 38)	9	Network Line (PLP 38)
herst 1050/239	10	CR Speaker Line
herst 1050/244	11	OTA - CR

MAIN AMPLIFIER TERMINALS

TERM #	BLOCK #1	BLOCK #2	BLOCK #3
1	Output common	Output common	Output common
2	8 ohm output	8 ohm output	8 ohm output
3	500 ohm output	500 ohm output	500 ohm output
4	Input	Input	Input
5	Recorder input (tie)	B plus to preamps (tie)	120v.DC Xmtr. relay (tie switched)
6		B plus to main amp	120v.DC Xmtr. relay (tie to switch)
7	Common ground	Common ground	Common ground
8	Xmtr. meter line (tie)	6.3v. to amp & board	--------------
9		6.3v. to amp & board	--------------

TE 8-52

**** INSTRUCTIONS FOR REMOTE BROADCAST ENGINEERS ******

ngineer's Name________________________

roadcast Origin________________________ Date__________ Time__________

elephone Line Terminated At ________________________

For the Period From__________o'clock to__________o'clock

nnouncer(s)________________________

ther Remarks (Means of Getting There;Station Break Procedure,Where to Pick up Equipment;etc.etc.)

* *

EQUIPMENT CHECK LIST

mplifier __________
ike (Shure 55)__________
ike Cable __________
10v Extension__________
hone Line Wire __________

Earphones__________
Mike Plates__________
Screw Driver__________
Pliers __________
Noise Shield?__________

Other:

* *

PROCEDURE

) Arrive in time to have equipment located and connected by the time the lines are open - (see above for the time).

) Locate equipment with these considerations in mind: a)location of telephone termination box, 110v outlet,and announcer's position;b)the other people in the area.

) Connect amplifier as follows: a)Plug cord to 110v outlet; b)telephone line termination (usually marked by Phone Co. "Radio Loop" or some such) to terminals marked LINE ;c) Mike to screw terminal marked XTAL MIKE; d)earphones to uper of two sockets on back.

) Set screw on underside of Mike to read "H". This is the impedance, is essential step.

) Amplifier turns on with "Treble" knob- set this knob at about 50.

) Set "Microphone" knob to about 70,with Master Gain (black knob) turned down. Experiment until you find setting of "Microphone" which gives you a range of control on Master Gain. Then leave "Microphnne" at that setting.

) You must also direct the announcer in establishing the distance from the Mike which provides the best balance between his voice and background noises.

) At end of broadcast,merely disconnect and leave.

TK 10/11/50

SPECIAL EVENTS

ENT____

IGINATION________________________ THROUGH FACILITIES OF____________

TE______________________________ TIME beginning________ end________

ATIONS AFFECTED____

ATIONS CARRYING____

ATIONS FILLING: time station

OGRAMS CANCELLED: title time station

BSTITUTE PROGRAMS NEEDED: time length stations carrying

AK CHANGES:

HNICAL SETUP:

AL CLEARANCE:

( ) WMUA
( ) WCSR
( ) WAIC
( ) WSFL
( ) ____

( ) WAMF
( ) PROGRAM
( ) PERSONNEL
( ) TECHNICAL
( ) BUSINESS
( ) COMMERCIAL

NOTE: ADDITIONAL INFORMATION ON OTHER SIDE

PSE1-50

WAKF

TRANSMITTER LOG FORM

Engineer on duty in the control rm.	time on duty	time off duty	time trans turned on	time trans turned off	malfunction

REPORT OF ANY MALFUNCTION AT ALL (studio or trans. etc.) COMPLETELY!

WAMF

AMHERST COLLEGE RADIO STATION

TECHNICAL REPORT

Date: Day ________________ Month ________________ 1950

OPERATOR:	TIME ON	TIME OFF	REMARKS
1-			
2-			
3-			
4-			
5-			
6-			

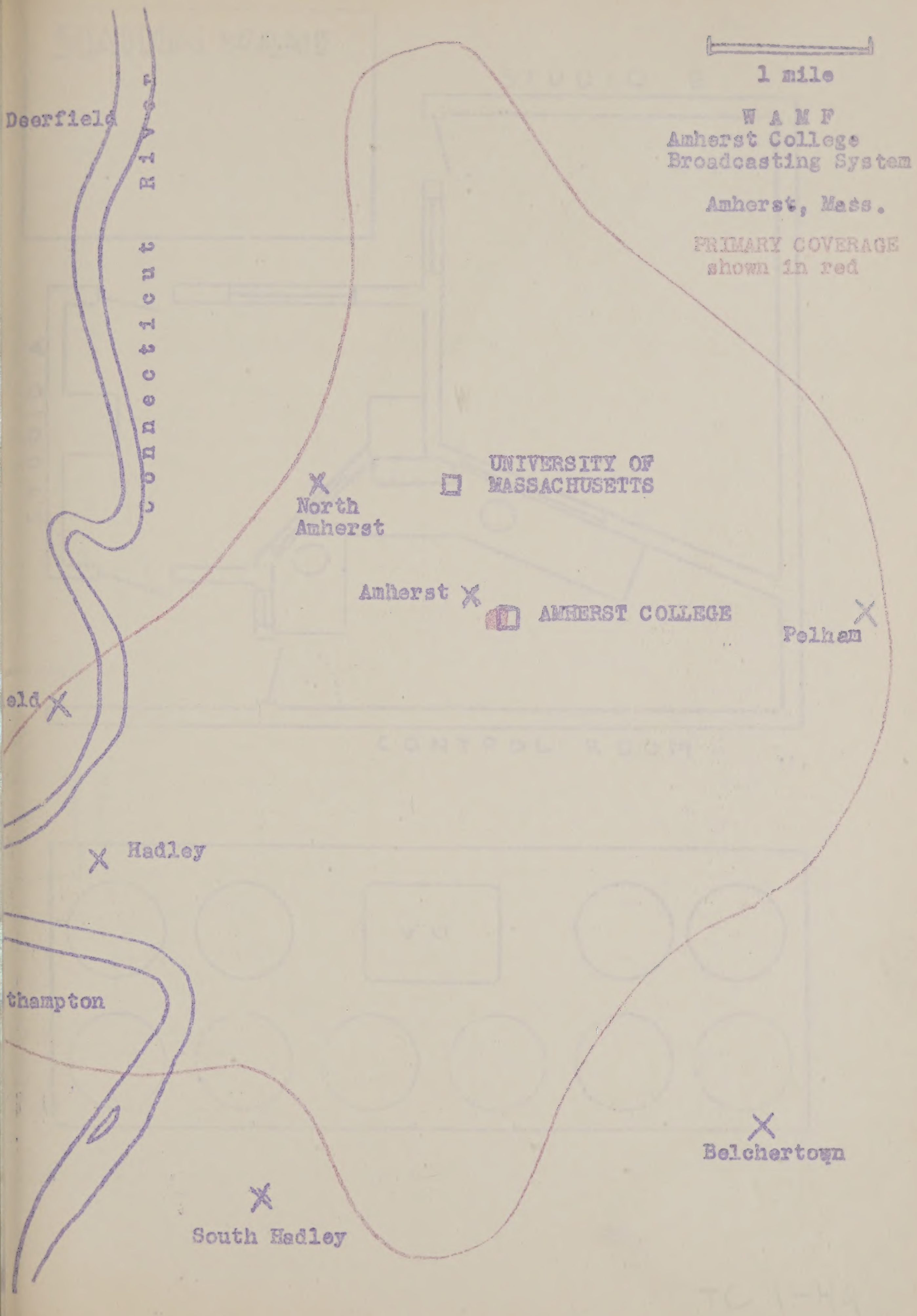
TELEPHONE CALLS OUTSIDE COLLEGE:

No.	OPERATOR	T	F	UM	SC	OTHER	REASON

T-"to" == F-"from" == UM-University of Mass. == SC-Smith Colle

----

TECHNICAL DIFFICULTY:


W A M F
Amherst College
Broadcasting System

Amherst, Mass.

PRIMARY COVERAGE
shown in red

1 mile
Deerfield
Connecticut River
North Amherst
UNIVERSITY OF MASSACHUSETTS
Amherst
AMHERST COLLEGE
Pelham
eld
Hadley
thampton
Belchertown
South Hadley

[illegible]

[illegible] COLLEGE RADIO STATION

TECHNICAL REPORT

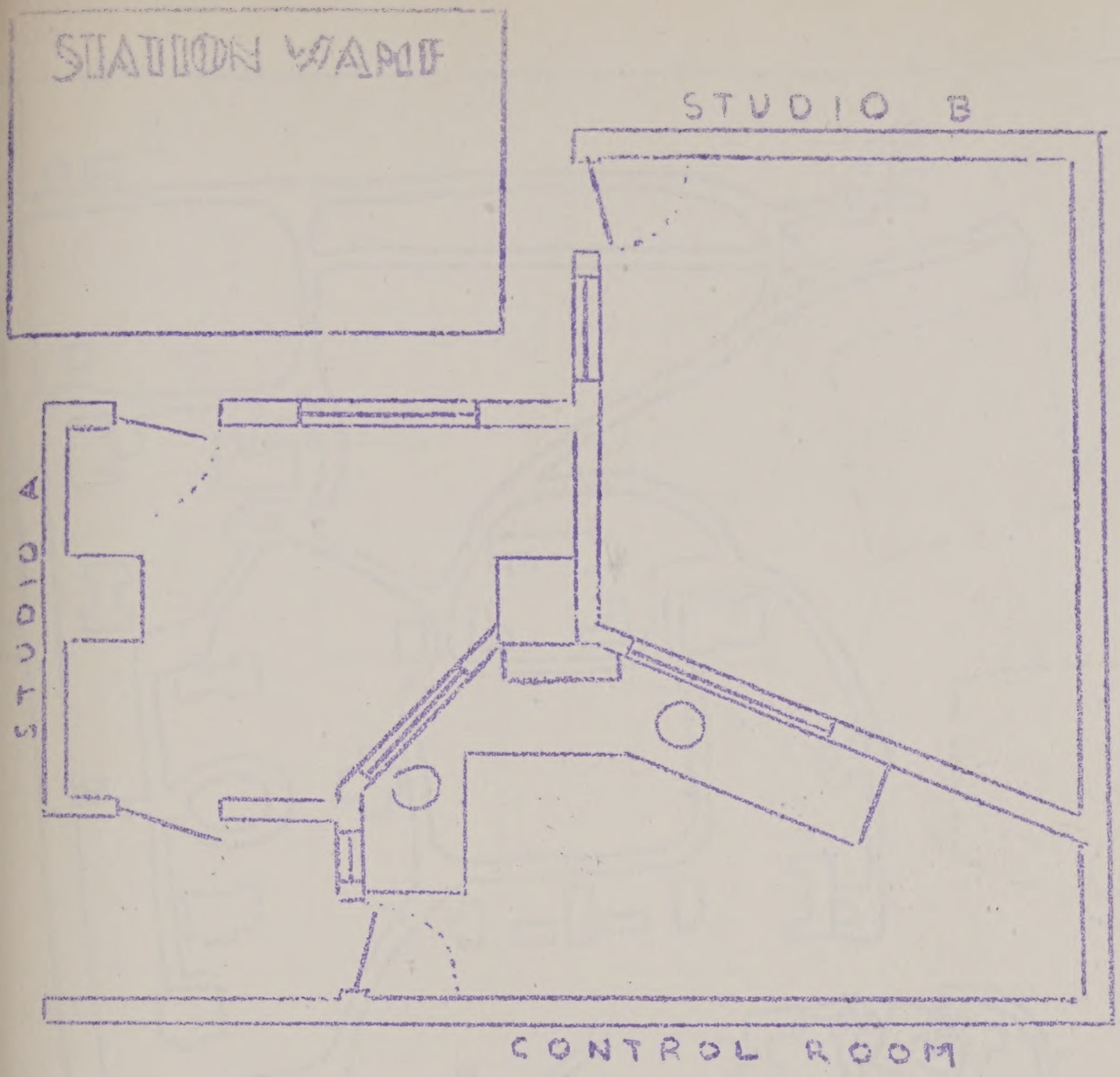
[illegible] __________ Month __________ [illegible]

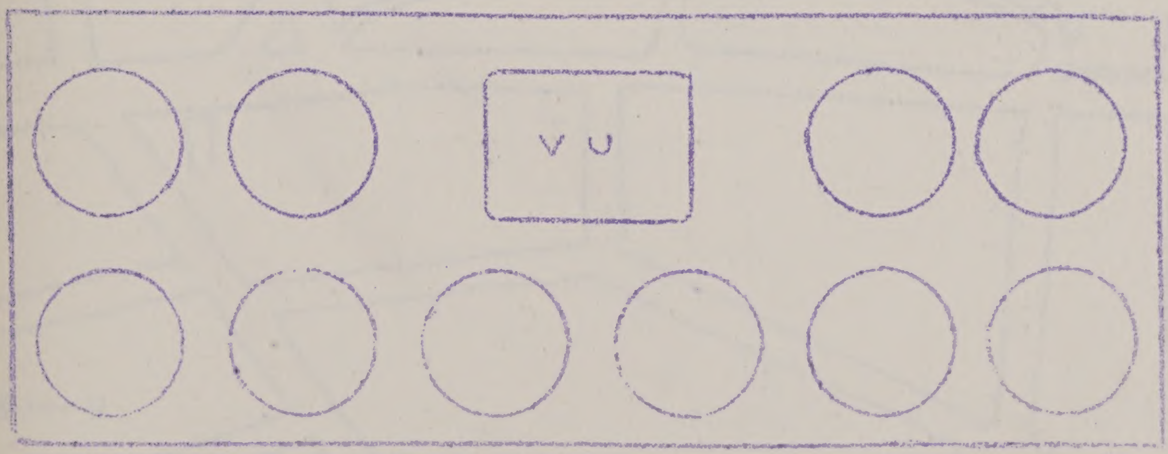
[illegible]	TIME ON	TIME OFF	REMARKS

[illegible] OUTSIDE COLLEGE:

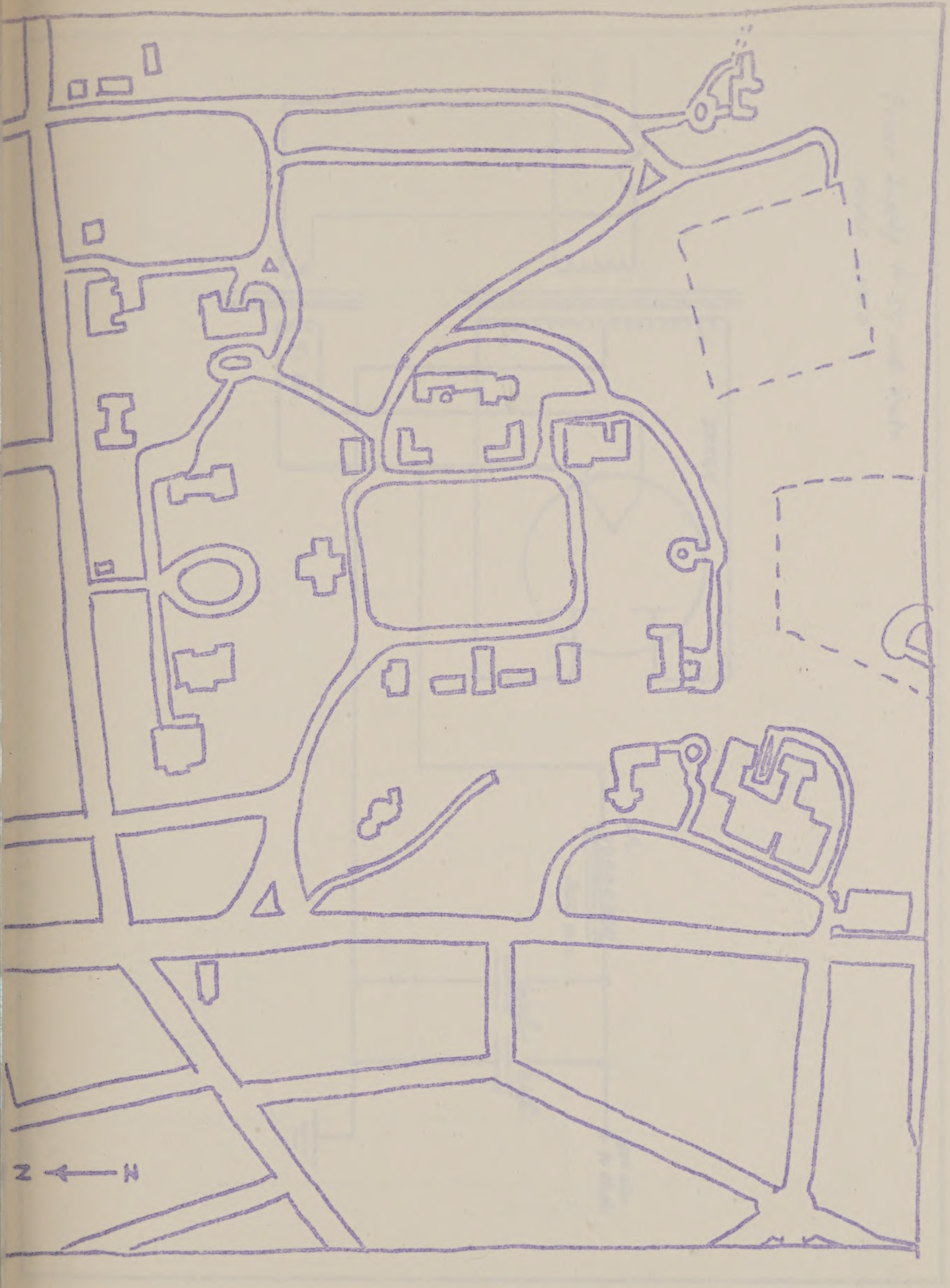
[illegible]	C	F	UM	SC	OTHER	REASON

[illegible] University of Mass. [illegible]


STATION WAMF
STUDIO B
STUDIO A
CONTROL ROOM



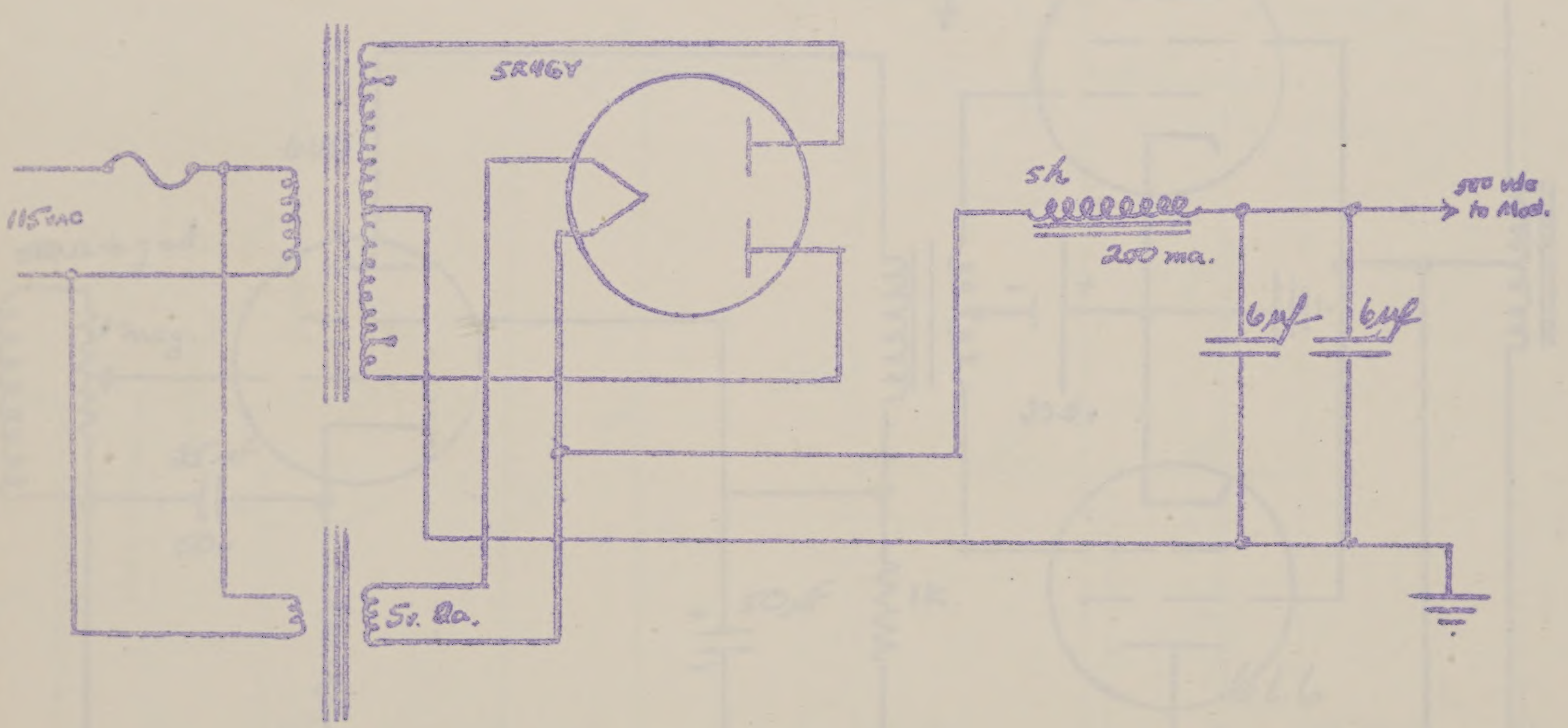
TC 1-49



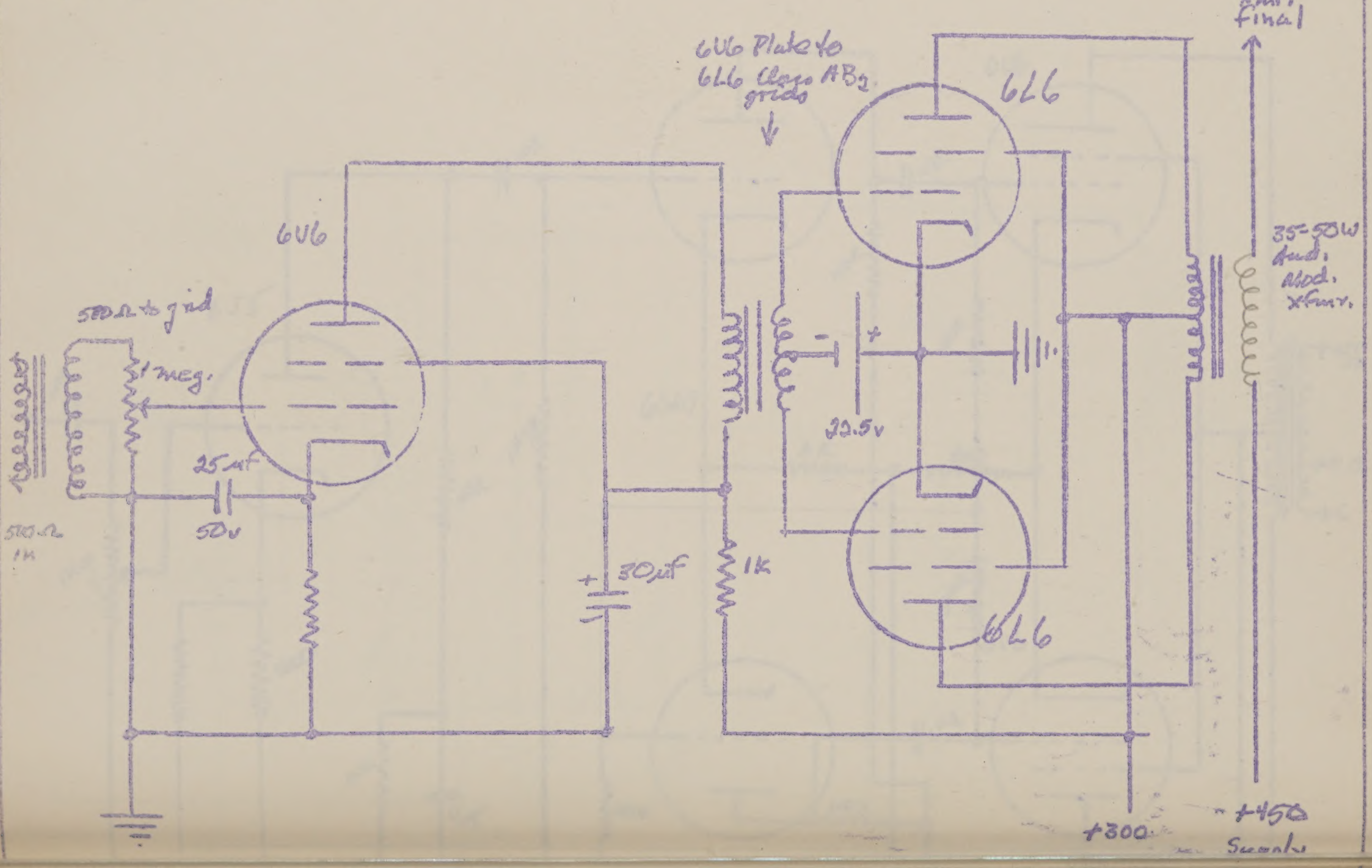
TC 3
[illegible]-51

N

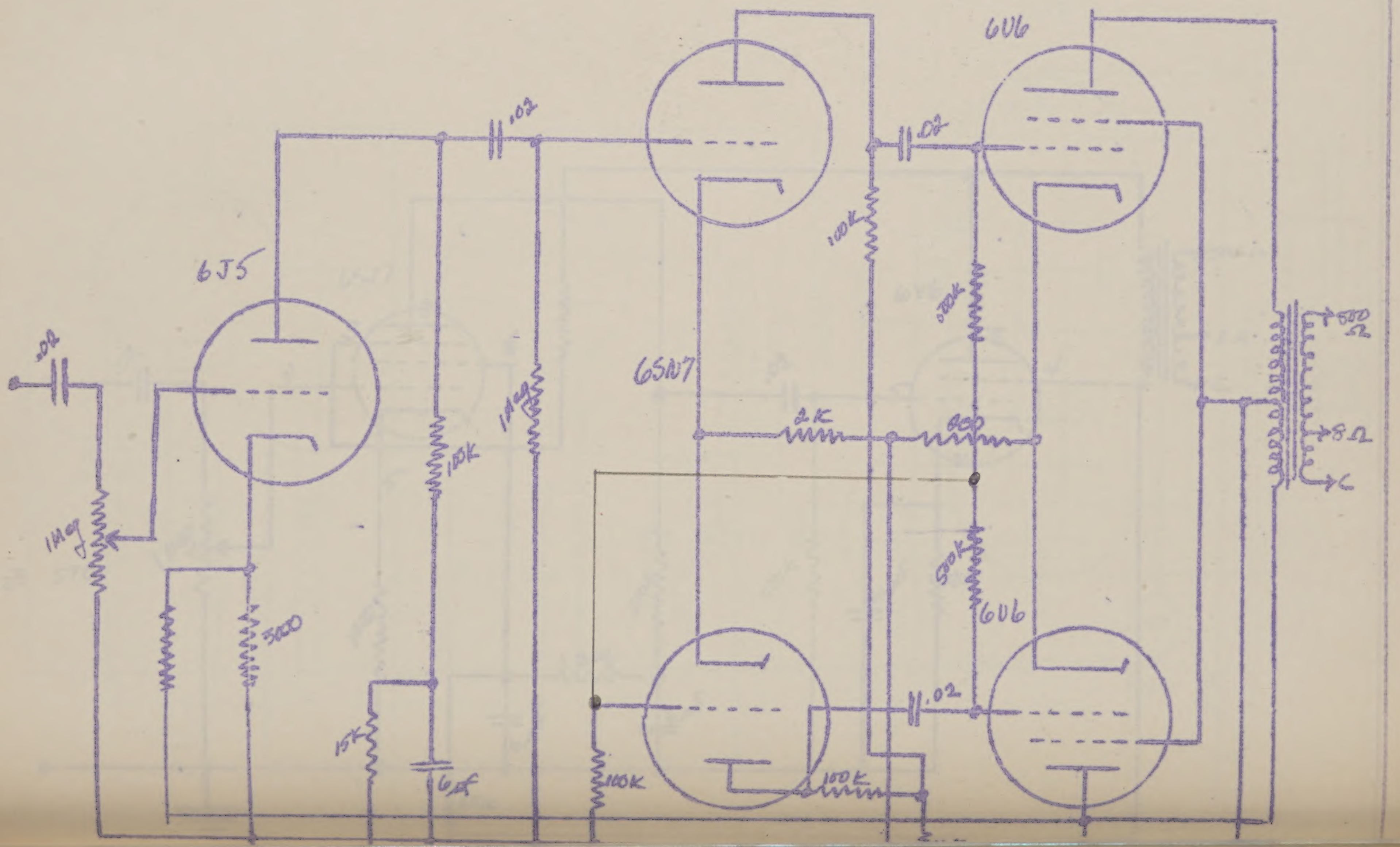
Power Supply for 50 watt Xmtr.
WAMF 1950


115 vac
5R4GY
5v. 2a.
5h
200 ma.
6μf
6μf
550 vdc
to Mod.

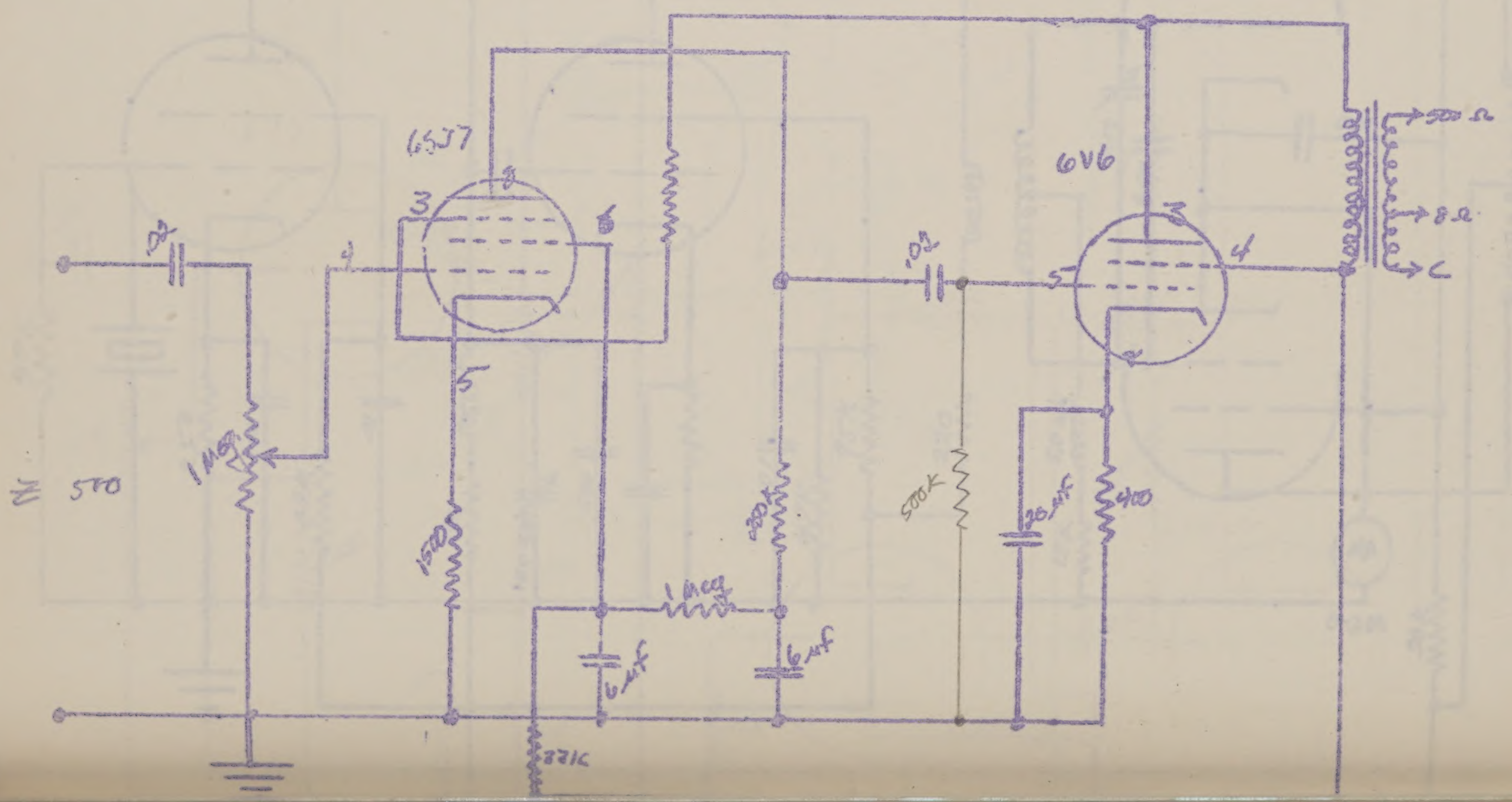
WAMF Modulator

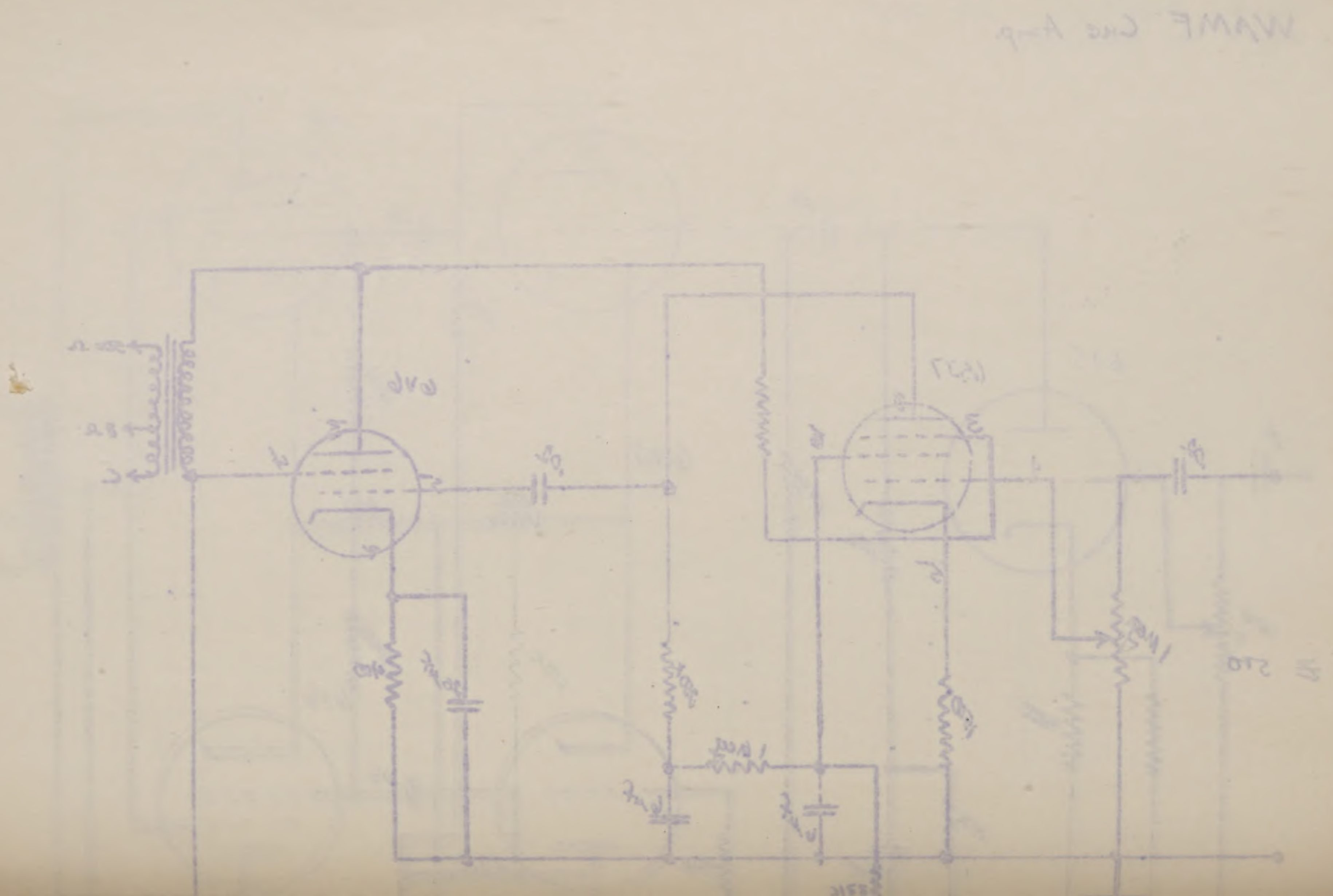

500Ω to grid
1 meg.
500Ω
1K
25 μf
50v
6V6
30 μf
1K
6V6 Plate to
6L6 Class AB2
grids
22.5v
6L6
6L6
Xmtr
final
35-50W
Aud.
Mod.
Xfmr.
+300
+450
Supply

Master Amplifiers 8Ω 500Ω
WAMF — Amherst

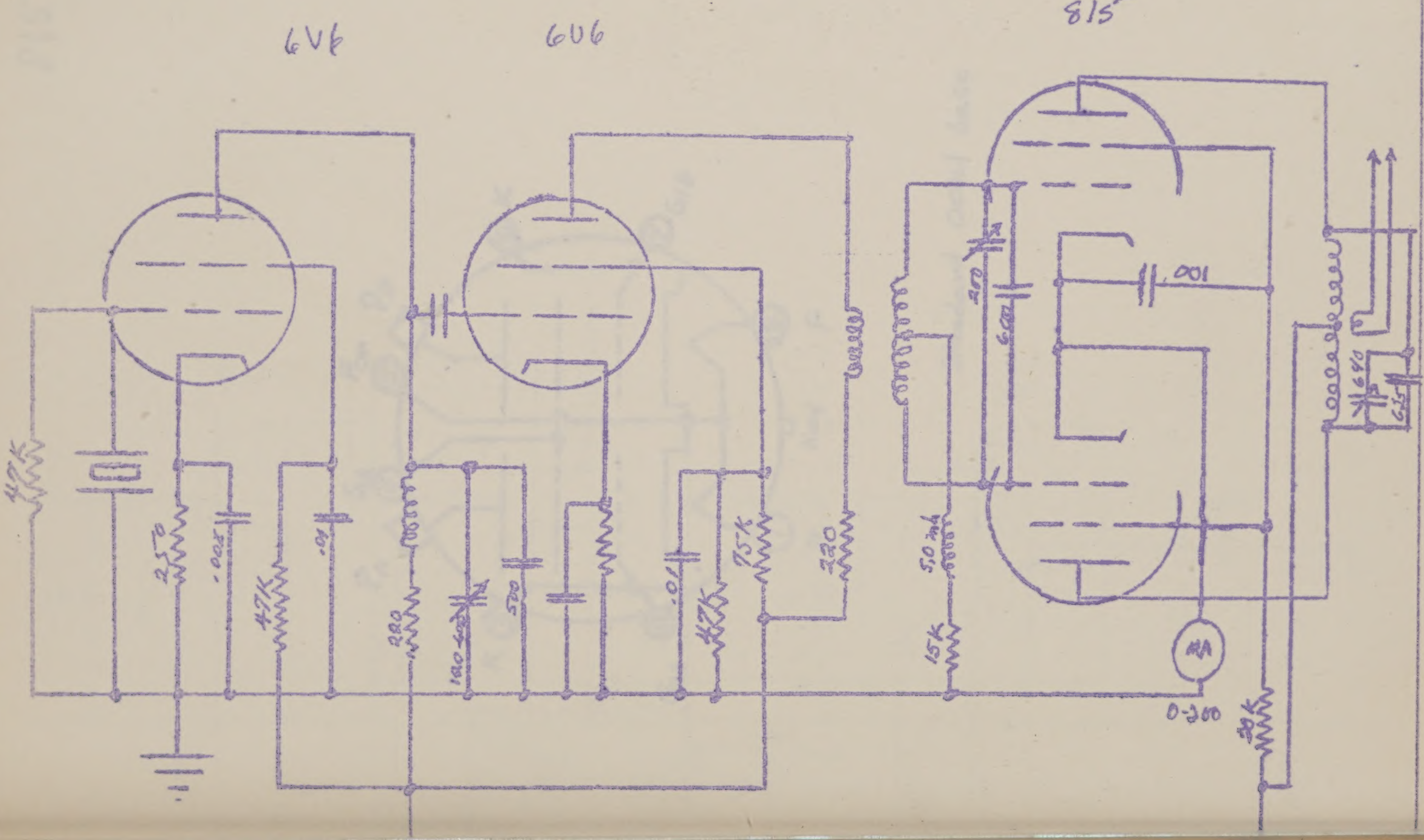

6J5
.02
1Meg
3000
.02
100K
1Meg
15K
6μf
6SN7
100K
2K
800
500K
500K
100K
100K
.02
.02
6U6
6U6
500 Ω
8 Ω
C

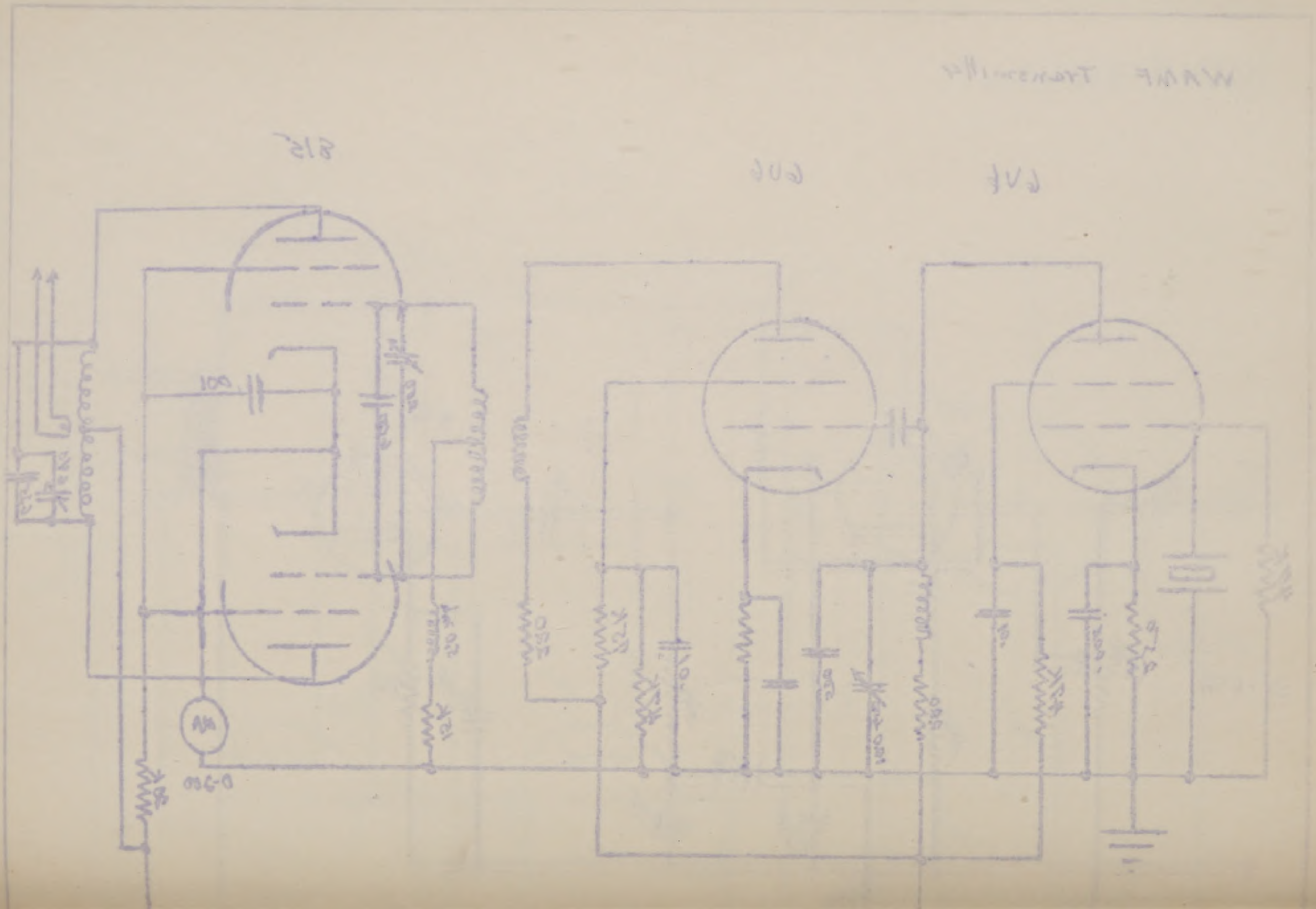
WAMF Cue Amp.


Z 500
.02
1 Meg.
6SJ7
3
8
6
4
5
1500
1 meg
6 µf
6 µf
200K
22K
.02
500K
20 µf
400
6V6
5
3
4
2
500 Ω
8 Ω
C

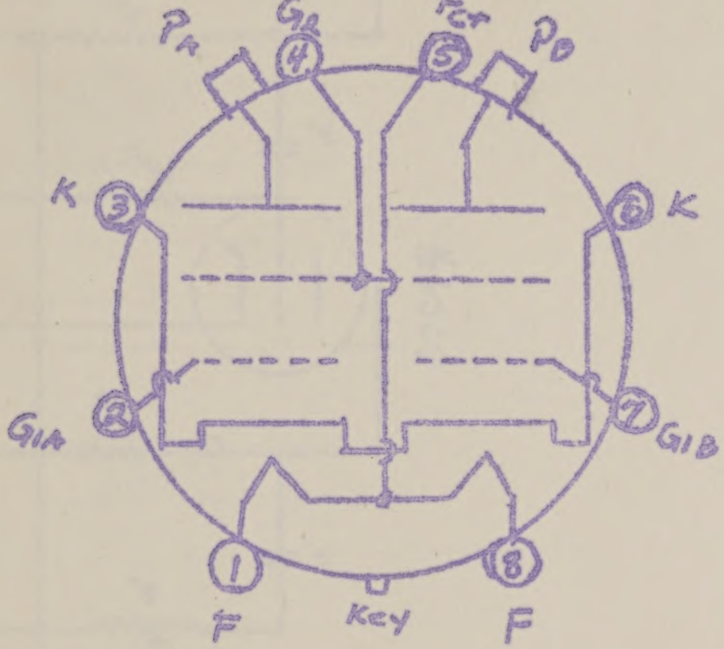

WAMF Line Amp
6V6
(6J7)

WAMF Transmitter


6V6
6U6
815
47K
25Ω
.005
47K
.01
220
100-600
500
.01
47K
75K
220
15K
5.0 mh
250
6.001
.001
640
635
MA
0-200
30K


W4MF Transmitter
815
6V6
6V6
100
15K
0-250
MA
220
47K
.01
220
.002
.01

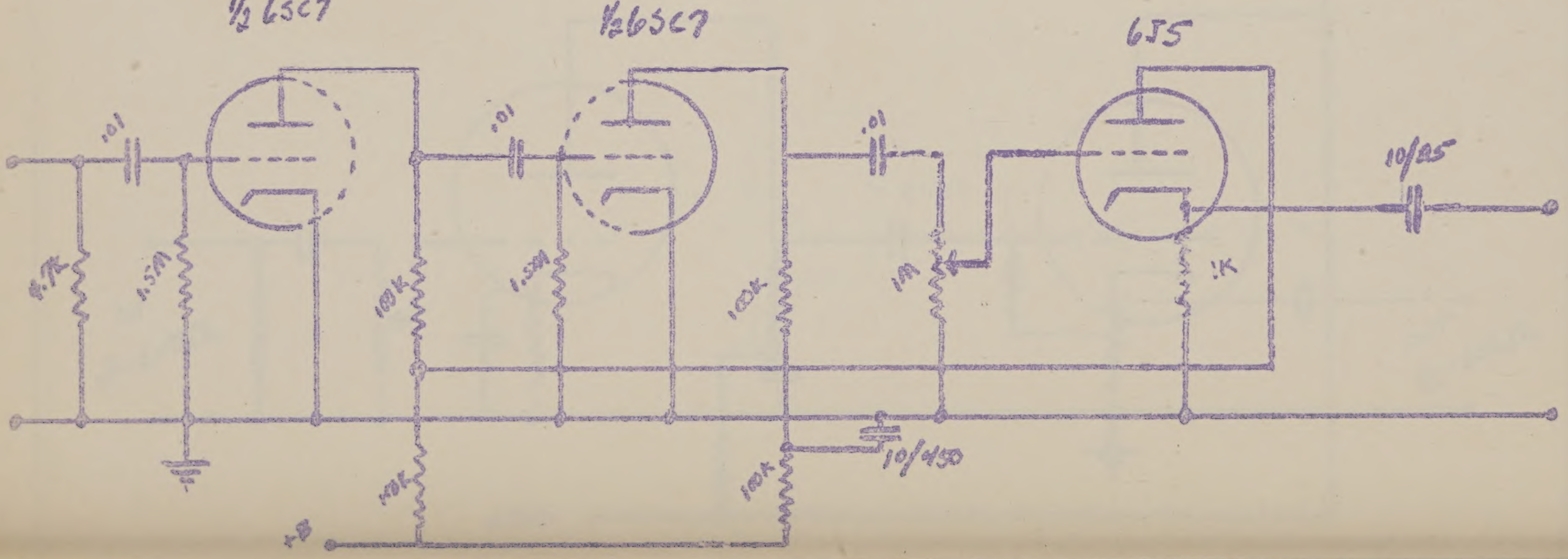
815


P_A
G_2
F_CT
P_B
4
5
K
3
6
K
G_1A
2
7
G_1B
1
8
F
Key
F

Standard Octal base

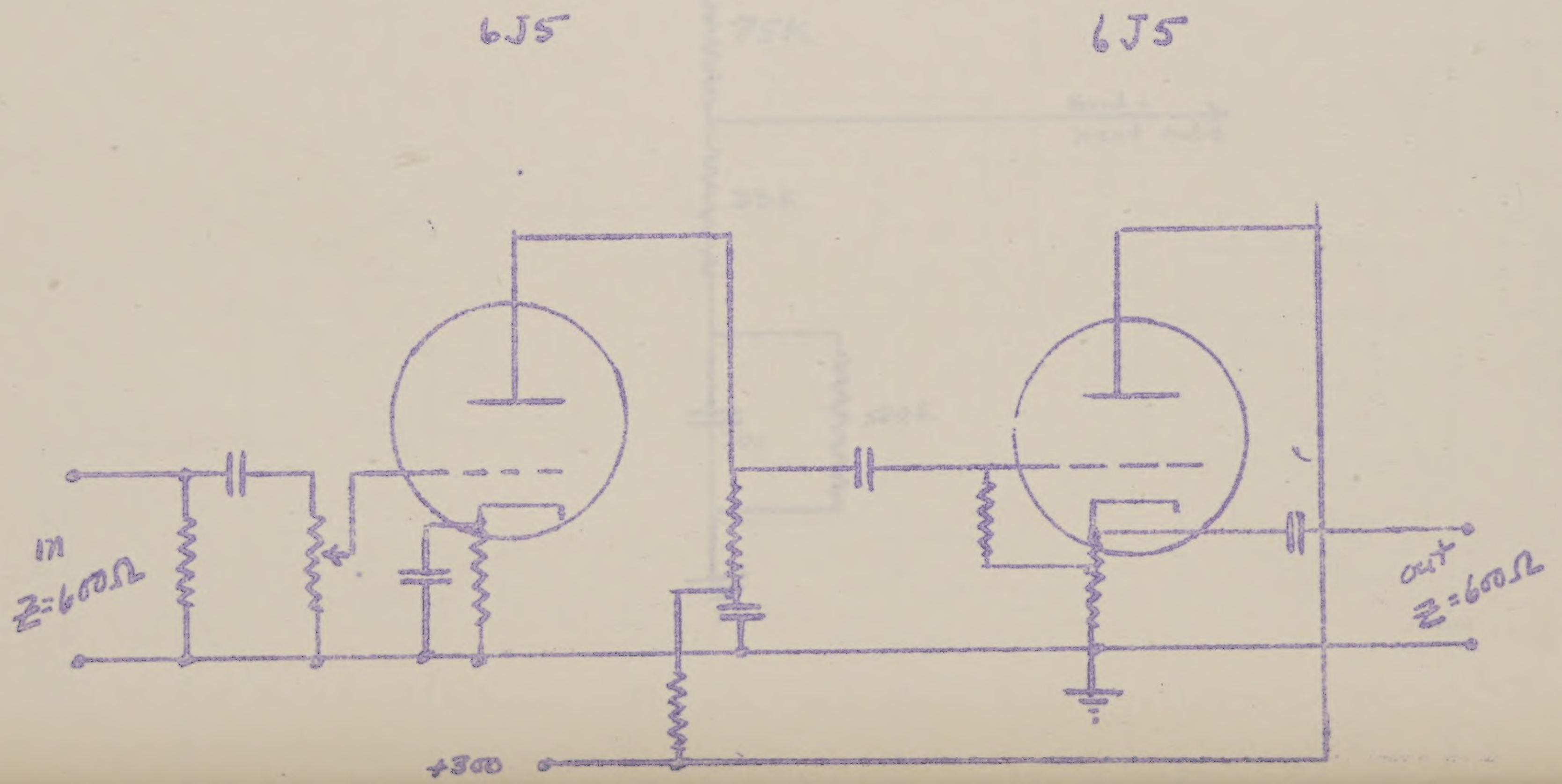
Phono PreAmp WAMF

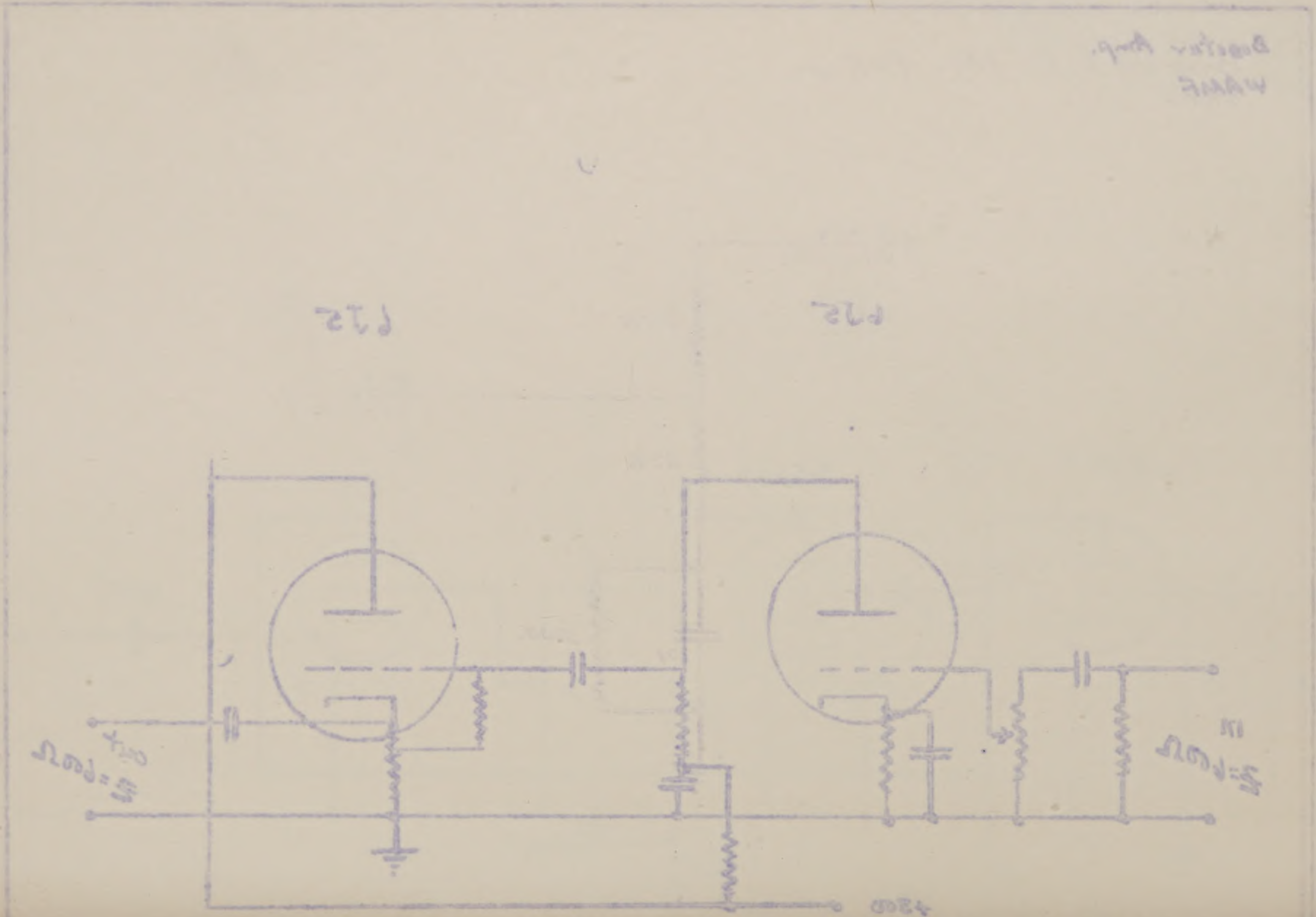
9/27/51



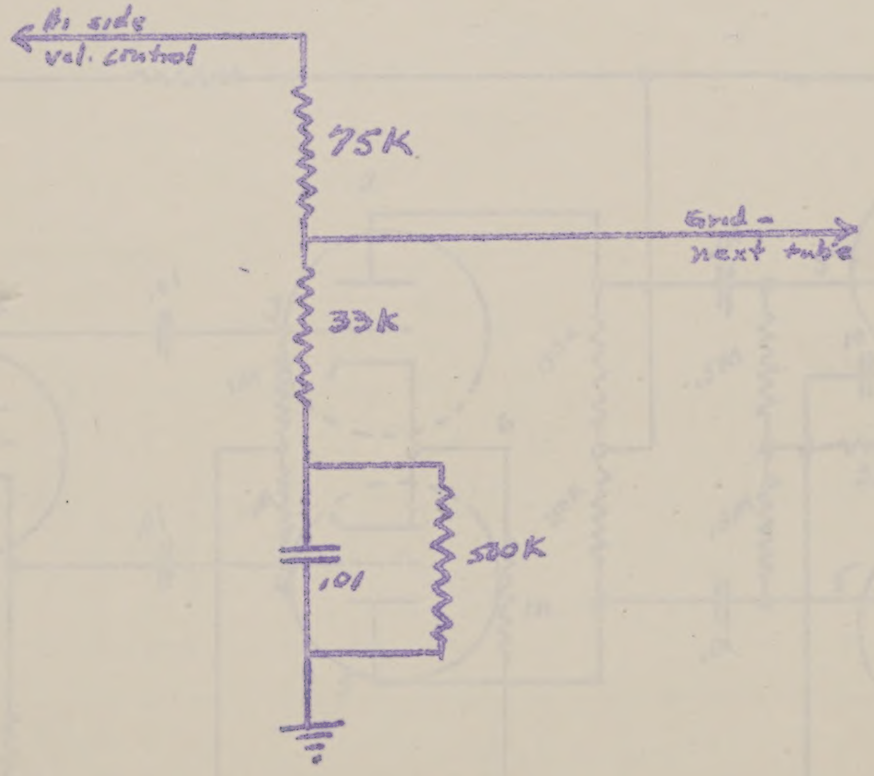
1/2 6SC7
1/2 6SC7
6J5
.01
.01
.01
8.7K
1.5M
100K
1.5M
100K
1M
1K
10/25
100K
100K
10/450
+B

Booster Amp.
WAMF


6J5
6J5
in
Z=600Ω
out
Z=600Ω
+300

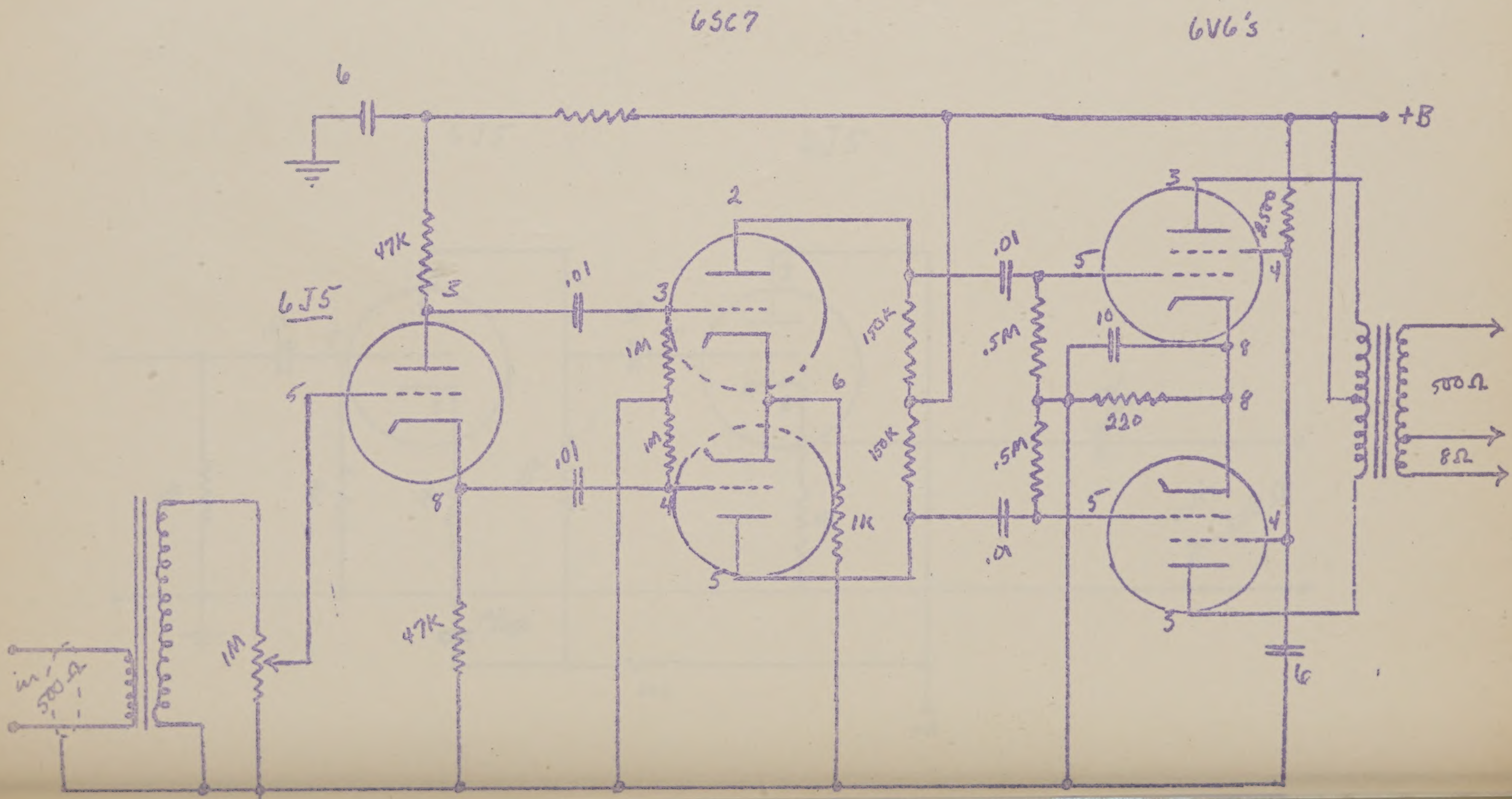

Booster Amp.
WAAAF
6J5
6J5
Eg=.60V
in
Eg=600V
out
+300

Bass Boost for Mic. PreAmps.
WAMF


Hi side
vol. control
75K
Grid -
next tube
33K
580K
.01

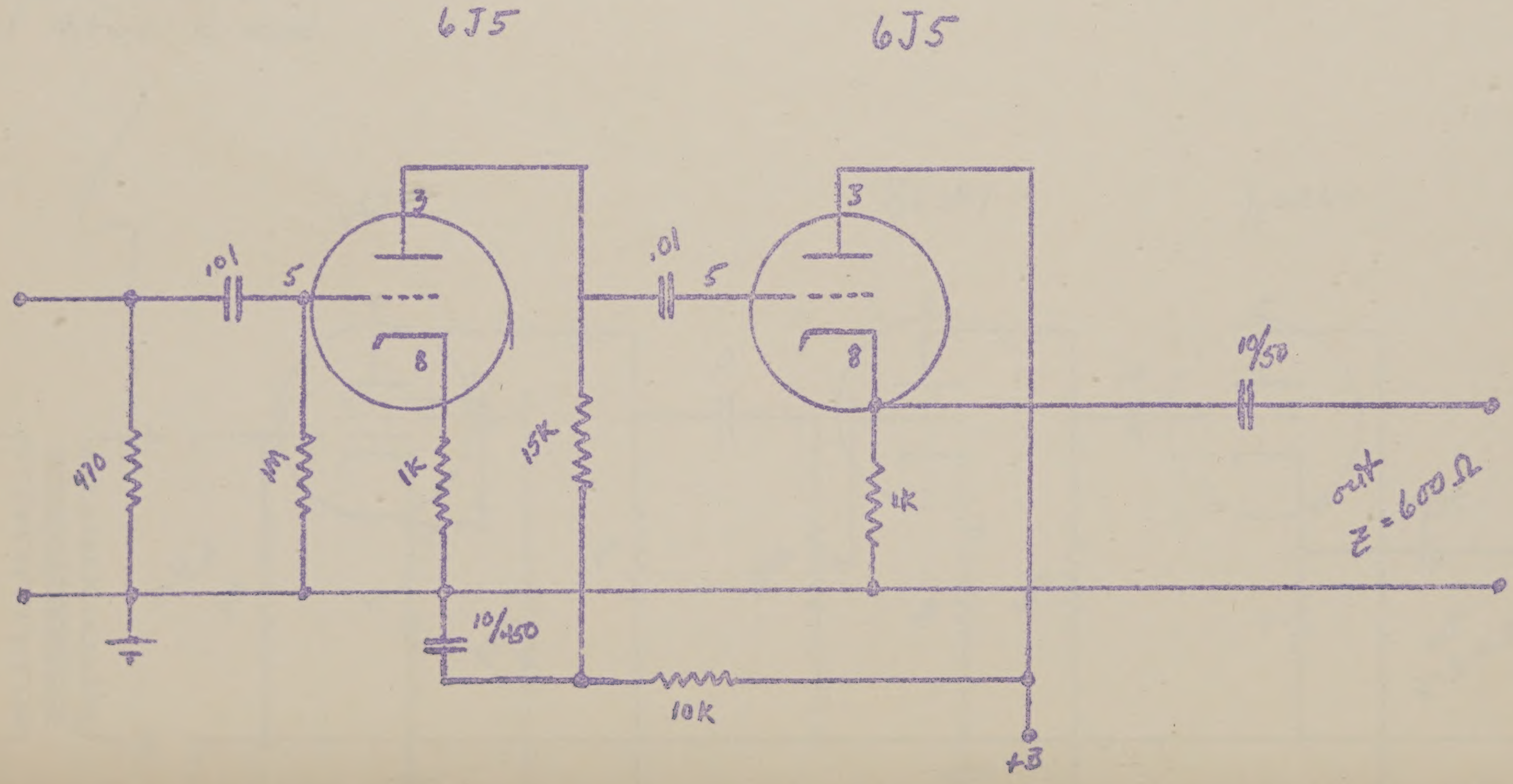
Master Amps. WAMF

JA 9/29/51


6SC7
6V6's
6
+B
2
3
47K
3
6J5
.01
3
1M
6
5
10
.5M
8
8
220
500Ω
8Ω
1M
.01
4
150K
150K
1K
.5M
.01
5
4
8
47K
5
1M
500Ω
in
5
2500
4
.01
5
6

Line Booster Amp.

9/29/51

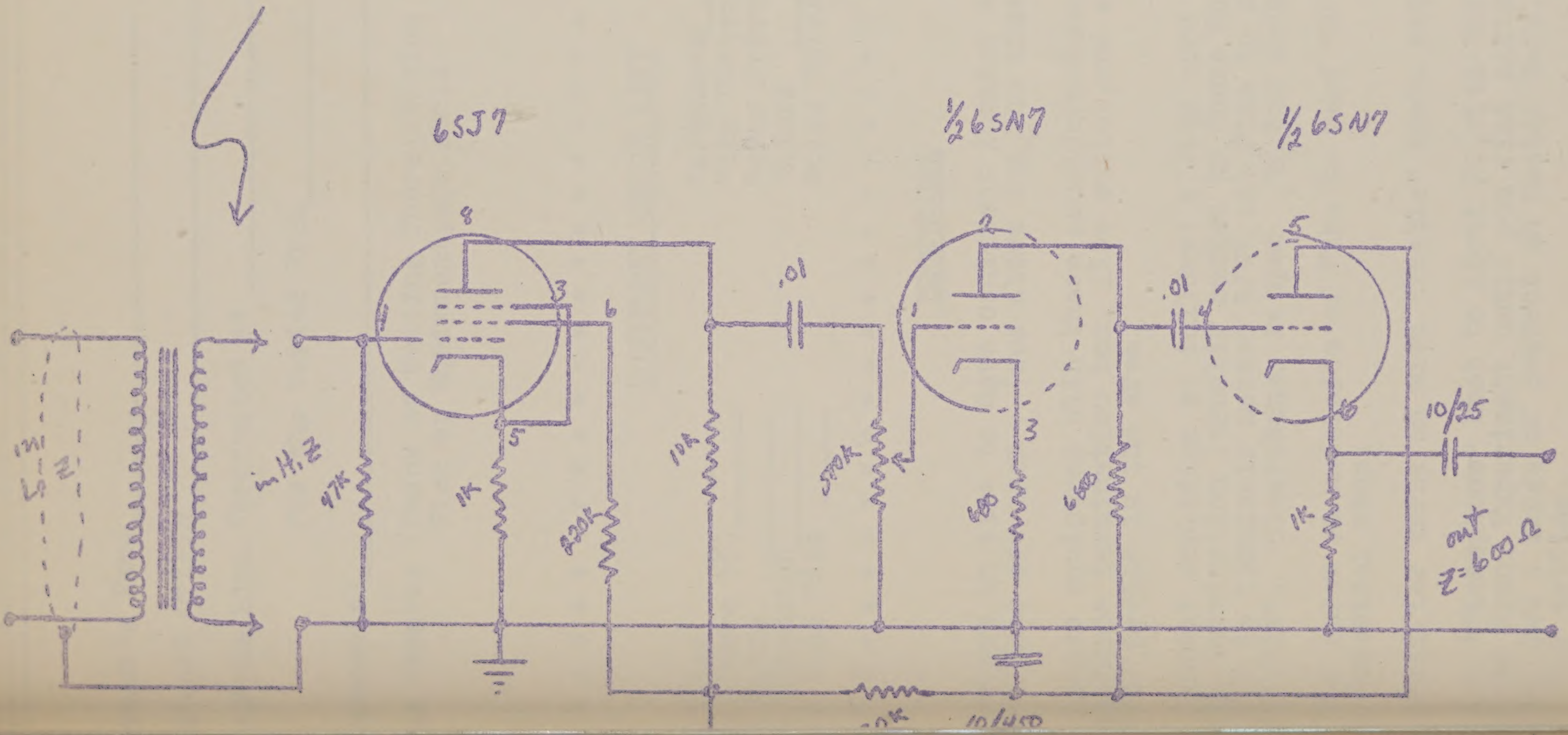


6J5
6J5
.01
5
3
8
470
1M
1K
15K
10/450
.01
5
3
8
1K
10K
+B
10/50
out
Z=600Ω

Microphone PreAmp. WAMF

JH 9/28/51

Remove 47K Res.
if Xfmr. is used



6SJ7
½6SN7
½6SN7
Lo Z
in Hi Z
47K
1K
220K
10K
.01
500K
680
6800
.01
1K
10/25
out
Z=600Ω
10/450
8
1
3
6
5
2
1
3
5
4
6

*** INSTRUCTIONS FOR REMOTE BROADCAST ENGINEERS ******

gineer's Name ____________________

oadcast Origin ____________________ Date ________ Time ________

lephone Line Terminated At ____________________

For the Period From ____________ o'clock to ________ o'clo

nouncer(s) ____________________

her Remarks (Means of Getting There;Station Break Procedure,Where to Pick up Equipment;etc.etc.)

* *

EQUIPMENT CHECK LIST

plifier ________
ke (Shure 55) ________
ke Cable ________
Ov Extension ________
one Line Wire ________

Earphones ________
Mike Plates ________
Screw Driver ________
Pliers ________
Noise Shield? ________

Other:

* *

PROCEDURE

Arrive in time to have equipment located and connected by the time the lines are open - (see above for the time).

Locate equipment with these considerations in mind: a)location of telephone termination box, 110v outlet,and announcer's position;b)the other people in the area.

Connect amplifier as follows: a)Plug cord to 110v outlet; b)telephone line termination (usually marked by Phone Co. "Radio Loop" or some such) to terminals marked LINE ;c) Mike to screw terminal marked XTAL MIKE; d)earphones to uper of two sockets on back.

Set screw on underside of Mike to read "H". This is the impedance, is essential step.

Amplifier turns on with "Treble" knob- set this knob at about 50.

Set "Microphone" knob to about 70,with Master Gain (black knob) turned down. Experiment until you find setting of "Microphone" which gives you a range of control on Master Gain. Then leave "Microphone" at that setting.

You must also direct the announcer in establishing the distance from the Mike which provides the best balance between his voice and background noises.

At end of broadcast,merely disconnect and leave.

TK 10/11/50

TECHNICIAN'S TRIAL REPORT

CANDIDATE: ____________________ EXAMINER: ____________________

TEST NUMBER: ____________________ DATE: ____________________

SCHEDULE	PROCEDURE	OK	NG
Announcement	Timing on		
	Gain		
	Fading over		
	Timing off		
Record #	Timing on		
	Cueing		
	Gain		
	Fading under and up		
	Fading under and out		
	Segue		
	Timing off		
Announcement	Timing on		
	Gain		
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Record #	Timing on		
	Cueing		
	Gain		
	Fading under and up		
	Fading under and out		
	Segue		
	Timing off		
Announcement	Timing on		
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	Gain		

PRIMARY FAULTS:

OVERALL APTITUDE AND RESPONSIVENESS:

RECOMMENDATIONS:

LIMITATIONS:

REMARKS:

SPECIAL ENGINEERING REQUEST

q. by:	OK:	OK:	Equip. involved	Date ord.
eason for rq.			Dispensation:	Order No.
ature of request:				Effective:
				Est. Compl.
				Compl.
				Work:
				Ord. for:
				Check:
				Remarks:

rders Must be filed at least 10 days in advance. JM

TE 1-51

F Transmitter

al Plate Current

e	Time	Reading	Date	Time	Reading	Notes

seclusion of illness, I was secluded still, and there are few of the youngest women ~~of~~ in the world that have not seen more, heard more, known more, of society than I have.

When my illness came, I seemed to stand at the ed of the world with all done, and no prospect ~~of~~ (as appeared at one time) of ever passing the threshol of one room again.

Shall I whisper to you under the last rose of summ I am very fond of romances. I make it a rule for the part, to read all the romances other people are kind enough to write, and woe to the miserable wight who tells me how the third volume endeth!

How is the play going on? And the poem?

May God bless you!

Ever and truly yours,

E.B.B.

13 MUSIC BRIDGE

14 NARRATOR The letters went on and on....page after page of leave ~~leaf~~ taken tenderly from the human heart, wrapped in affection, and sent. I wonder, did you ever try to pu your heart on paper? It isn't easy, and yet these two They had never met, yet their minds had....A mutual f named Kenyon brought them together finally....

15 MUSIC A TENSE, EXCITED BRIDGE.

16 NARRATOR This particular Tuesday, Elizabeth lay on a couch upst She was wildly excited, and she was nervous too.

(MORE)

NEWS MACHINE AT WAMF

News was a problem. Jerold Wilkoff, then in the business department made arrangements with local sponsors to split the cost of a regular news service. All three were contacted on Jan. 16, 1950. The cheapest one was International News Service, which would be:

14 hours a day, 7 days a week -- written for newspaper

The other major services had special wires that ran 24-hours a day, 7 days a week and were written especially for radio. These ran $26 - $30 a week.

The INS wire was installed on April 10, 1950 and ran until Christmas, 1950. At that time the idea of having a machine had been established, and the news staffs had contacted the AP and UP, and had a contract signed with UP for operation in January, 1951. That UP machine is still located in the station -- operating 24-hours a day, 7 days a week with news written for radio. The same wire is received by 1300 stations throughout the U.S.

Correspondence following is:

1) The initial inquiries
2) INS correspondence during that contract
3) UP negotiations and installation

January 5, 1950

Mr. Clay Alton
Executive Offices
Western Union Telegraph Co.
New York, New York

Dear Sir:

While home in Pittsburgh for the holidays father suggested that I write you concerning our acquiring a news machine for our broadcasting system at Amherst College. We are in an actual broadcasting network with the University of Massachusetts and Smith College. We are on the air most of the day and would like to offer the combined college student body and faculties news bulletins at frequent intervals. I am hoping that you might let us know the Telegraph Company's policy concerning educational institutions and their use of news service machines.

Any information that you send along will be greatly appreciated. If I can send more information about our college station or the Network please don't fail to let me know.

Sincerely yours,

Jerry Wilkoff
Promotion Department

THE WESTERN UNION TELEGRAPH COMPANY
60 HUDSON STREET
NEW YORK 13, N.Y.

H. C. ALTON
GENERAL SALES MANAGER

January 11, 1950.

Mr. Jerry Wilkoff,
Promotion Department,
The Pioneer Broadcasting System,
Amherst College,
Amherst, Mass.

Dear Mr. Wilkoff:

I wish I could help you in your problem of obtaining some facility for receiving news to be broadcast over your college station. It so happens we are not associated with this type of service. It is usually provided by the wire services, that is, AP, UP, or INS, who simply lease wire or printer facilities from either the telephone company or Western Union, over which they themselves send news. It may be that some special arrangement could be worked out with them for your college station and I would suggest that you contact them direct as they are the only ones in position to give you the information you desire.

Sorry I could not be of more help, but if there is anything in the Western Union line that becomes a problem, I shall be glad to help out at any time. I expect to see your father up in Boston in about two weeks at a fruit and produce convention and I will tell him that I have heard from you.

Sincerely yours,

H C Alton

January 16, 1950

Associated Press
50 Rockefeller Plaza
New York 20, N. Y.

Dear Sirs:

The Radio Stations of Amherst College, the University of Massachusetts, and Smith College have joined in a live broadcasting network under the name of the Pioneer Broadcasting System. We broadcast 9½ hours daily to a student and faculty audience of over 9000 by means of wired wireless.

Included in our plans for the future are daily newscasts and summaries of national and international news which could be well used by the students of the three colleges.

Mr. H. C. Alton, General Sales Manager of the Western Union Telegraph Company has suggested that we contact you in regard to a newsprinter for the network. He has assured us the cooperation of the Telegraph Co. in any way that they might help.

We would appreciate it if you would send us details as to the availability, cost, etc. for such a service to educational institutions. The printer would be situated at the Network headquarters in Walker Hall, Amherst College, Amherst, Mass.

Thank you very much for your kind consideration. If there are any additional details that you might want, please don't hesitate to contact us.

Respectfully yours,

The Pioneer Broadcasting System

Edwards R. Hopple
Sec'y-Treas.

THE ASSOCIATED PRESS
GENERAL OFFICE
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

January 20, 1950

Mr. Edwards R. Hopple,
Secretary-Treasurer,
The Pioneer Broadcasting System,
Walker Hall,
Amherst, Mass.

Dear Mr. Hopple:

Thank you for yours of January 16 inquiring about the availability of The AP radio wire for your wireless campus broadcasting.

We are asking Tom Cunningham, our Executive Representative in Boston, to see you as soon as possible and discuss the matter with you. He will be glad to answer your questions.

Sincerely yours,

B

ING
GENERAL MANAGER

FEB 9 1950

February 10, 1950

Associated Press
Boston, Mass.

Att: Mr. Tom Cunningham
Executive Representative

Dear Sir:

We of WAMF wrote to your main office in New York concerning getting a news service for our radio station. We have recently contacted other services and they have given us a quotation on a non-commercial basis, and before we sign with one of them we would like to hear from you. Our listening audience would be all the students of Smith College, The University of Mass., and Amherst College, and a few of the townsfolk who will fall in the close lying districts. We would not be in competition with any close station, and operate as a public service to the schools and faculty. The complete coverage would be done by leased telephone lines which would form a network, which we call The Pioneer Broadcasting System, and which is the first such college broadcasting network in the country.

Our needs would be a printer at Amherst which would give us newscasts, over an 11 hr. period of time every day except week-ends (which would be optional). We would have it payed for by local merchants, and would have to say "Courtesy of ~~666~~---" at the beginning and ends of the show, although no commercials would be in the programs.

If you could send us the details as to the cost per week of having a machine operating 24 hrs. a day, and one operating only part of each day, along with information as to the kind of service you have, we will carefully consider which of the big three services would most economically serve our needs.

We will look forward to hearing from you at your earliest convenience, so that we may decide what would be best for us to do.

Thank you for your kind consideration and interest.

Sincerely yours,

Edwards R. Hopple
Pub. Rel

ERH/jw

January 16, 1950

International News Service
235 East 45th Street
New York, N. Y.

Dear Sirs:

The Radio Stations of Amherst College, the University of Massachusetts, and Smith College have j[illegible] in a live broadcasting network under the name of the Pioneer Broadcasting System. We broadcast nine hours daily to a student and faculty aduience of over 9000 people by means of wired wireless.

Included in our plans for the future are daily newscasts and summaries of national and international news which could be well used by the students of the three colleges.

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We would appreciate it if you would send us details as to the availability, cost, etc. for such a service to educational institutions. The printer would be situated at the Network headquarters in Walker Hall, Amherst College, Amherst, Mass.

Thank you very much for your kind consideration. If there are any additional details that you might want, please don't hesitate to contact us.

Respectfully yours,

THE PIONEER BROADCASTING SYSTEM

Edwards R. Hopple
Sec'y - Treas.

January 16, 1950

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235 East 45th Street
New York, N. Y.

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Thank you very much for your kind consideration. If there are any additional details that you might want, please don't hesitate to contact us.

Respectfully yours,

THE PIONEER BROADCASTING SYSTEM

Edwards R. Hopple
Sec'y - Treas.

January 16, 1950

United Press Association
220 East 42nd Street
New York 17, N. Y.

Dear Sir:

The Radio Stations of Amherst College, the University of Massachusetts, and Smith College have joined in a live broadcasting network under the name of the Pioneer Broadcasting System. We broadcast nine hours daily to a combined student and faculty audience of over 9000 people by means of wired wireless.

Included in our plans of the future are daily newscasts and summaries of national and international news which would be well used by the students of the three colleges.

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Thank you very much for your kind consideration. If there are any additional details that you might want, please don't hesitate to contact us.

Respectfully yours,

The PIONEER BROADCASTING SYSTEM

Edwards R. Hopple
Sec'y - Treas.

January 16, 1950

THE ASSOCIATED PRESS
GENERAL OFFICE
50 ROCKEFELLER PLAZA
NEW YORK 20, N. Y.

November 28, 1950

Mr. Philip P. Kalodner,
1520 Spruce Street,
Philadelphia 2, Pennsylvania.

Dear Mr. Kalodner:

It was good of you to visit us yesterday and to give us a chance to discuss the possibility of AP service for your Amherst College radio station, WAMF.

Copies of the radio news report and the other descriptive material, were put in the mail for you yesterday and you should receive them shortly.

By way of confirmation, the charge for delivery of the full 24-hour service to WAMF would be $26.05 weekly. As I explained, this covers only our physical cost. A prepayment of $750 is normally required to take care of our initial non-recoverable expense in connection with the delivery of service. WAMF would be credited against this amount at the rate of $26.05 weekly until the $750 is exhausted. Thereafter, you would be given weekly invoices in the amount of $26.05.

Arrangements would be made for suspension of service during the summer holiday months but we would be unable to grant short-time suspensions during the school year because there is no appreciable saving in discontinuing service for short periods.

We would like very much to become associated with WAMF and it will be appreciated if you will let us know if there is anything we can do to be helpful.

With best regards,

Sincerely yours,

Burl A. Ely

Burl A. Ely

G

-ING
GENERAL MANAGER

INS

International News Service

GENERAL OFFICES

235 EAST 45TH STREET, NEW YORK CITY

January 18, 1950

Mr. Edwards R. Hopple
Secretary-Treasurer
The Pioneer Broadcasting System
Walker Hall
Amherst, Massachusetts

Dear Mr. Hopple:

Thank you for your letter of January 16th regarding the installation of International News Service at Amherst for the Pioneer Broadcasting System.

I plan to be up your way the first of next week, and will call on you Monday or Tuesday, if this is convenient. If not, I would appreciate your letting me know what day would be most suitable for you.

I particularly want to discuss the INS service with you in person because there are several aspects of news service for educational institutions which are rather difficult to explain fully by letter. INS is now serving a great many colleges and is glad to make a specially low rate in such cases.

With kind regards.

Sincerely,

John M. Cooper

John M. Cooper
Director, Radio Department

JMC:mp

INS

International News Service

GENERAL OFFICES

235 EAST 45TH STREET, NEW YORK CITY

February 1, 1950

Mr. Edwards R. Hopple
The Pioneer Broadcasting System
Walker Hall
Amherst, Massachusetts

Dear Mr. Hopple:

I was glad to get the chance to talk with you while you were in New York yesterday. This will confirm the rates and other information which I gave you on INS for the Pioneer Broadcasting System at Amherst.

We can provide complete day and night service for $32.50 per week, or the night wire only for $18.00 per week. The latter operates from 3:00 PM to 2:00 AM Sundays through Fridays, and from 1:00 PM to 2:00 AM Saturdays.

The night wire would be sufficient for your afternoon and evening broadcast schedule, and unless you feel that some news is needed on the morning schedule, you could save quite a bit of money. You may want to consider starting with this, and adding the day wire later. Such arrangements can easily be made because of the flexibility of the service.

I am enclosing a copy of the INS Radio News Manual, which will give you a complete description of the service. Also enclosed is a booklet describing the INS radio scripts, which are provided as a part of the service.

Incidentally, a new script has recently been added. It is called "Report from the United Nations" and is written by Pierre Huss, chief INS correspondent at the U.N. You might find this of particular interest to your listeners.

During our talk yesterday, I mentioned several of the advantages of INS over the so-called processed radio wires. I think you will find these advantages -- speed and completeness of news and high standard of writing -- even more important with an audience such as yours.

There will be an announcement on Saturday which I'm sure you will find of particular interest. Kingsbury Smith, General European Manager of INS, has won the George Polk Memorial award for the most distinguished reporting during 1949 by an American news service correspondent. This award, in memory of the CBS reporter killed in Greece, was made to Smith for his exchange of telegrams with Stalin, which led directly to the lifting of the Berlin blockade. This was an exclusive INS story and one of the biggest of the year.

Another indication of the high quality of the INS staff is the announcement last week that Malcolm Johnson has joined the service. Johnson, as you know, won the Pulitzer prize last year for his fine series in the New York Sun on New York waterfront conditions.

If you will let me know as soon as you have received an okay on the service, I'll be glad to come up to Amherst and arrange to have it installed as soon as possible.

Meanwhile, if there is any more information which I can give you, please don't hesitate to ask.

Best personal regards.

Sincerely,

John M. Cooper

John M. Cooper
Director, Radio Department

JMC:mp
Encl.

E COPY

D AMHERT MASS MARCH 9 1950 655P

N COOPER

INTERNATIONAL NEWS SERVICE 235 EAST 45 ST NYK

LEPHONE LINE SITUATION AT AMHERST CRITICAL. COMPANY HAS FACILITIES
R PRINTER NOW BUT CANT HOLD. IMPERATIVE THAT YOU RESERVE YOUR LINES
EDIATELY. DELAY MAY BE CRITICAL

E HOPPLE RADIO STATION WAMF AMHERST COLLEGE

Feb. 11, 1950

International News Service
235 East 45th Street
New York, N. Y.

Att: Mr. John M. Cooper
Director of Radio Dept.

Dear Mr. Cooper:

We received your letter and the information about the news service and it has proved quite successful. We went around town trying to get some merchant to put up the backing, and to some extent we were successful. Two town merchants have agreed to back the machine, in turn for which we are going to say "This newcast was brought to you through the courtesy of Cliff Winn and George Cramer" at the beginning and ends of the programs. There would be no commercials in the newscasts, no reference of their place of business etc. They will agree to do it until June, which isn't too far off. Now come the questions which we have to ask you.

They were considering the $18.00 service, that is, starting at 3:00 pm. and going to midnight or later, however long the night wire goes. Would it be possible to try it on the "as soon as possible" to June basis. At the end of the school year (June 1st) we would have no need for it until Sept. at which time we would continue through the next year. We are sure that we can get someone to continue paying next year if George and Cliff should not care to continue, but we want to know if we could have it on this trial basis of 13 wks. We realize that this is a short run, and we feel that after three or four weeks of actual running we would be able to sign for the remainder of the time. We don't see, however, how we could pay for the machine during the summer months when we are in recess, and we wouldn't want to commit ourselves to something we couldn't handle just as you wouldn't want us to.

It also comes to our attention that we have left out 2 weeks for spring vacation. During this time the machine would not operate, and it would be difficult for us to pay for it if we couldn't advertise to pay for it.

We realize that this set-up entails many "ifs" and "buts", but we feel confident that once the machine is here and starts going, the college community wouldn't be without it.

If you could dash off a note giving the details and stipulations concerning the $18.00 deal; i.e., whether we could use the courtesy opening, whether we could have it on a trial basis for 13 weeks, during which time we could sign for the remainder of the time; whether some stipulation could be made so that we wouldn't have to pay during summer vacation, and could pay a reasonable retainer during the two or three two-week vacations during the school year.

We will anxiously await hearing from you concerning these details. If we iron out these main troubles, then I will phone you or come to N.Y. and we can iron out the rest and arrange for installment. If, on the other hand, it looks as though nothing can be arranged, we can forget about the whole thing.

Thanks again for you kind cooperation.

Sincerely yours,

Edw. R. Hopple
Pub. Rel.

ERH/jw

We realize that there are plenty of "ifs" and "buts" in the set-up, but we feel confident that

INS

International News Service

GENERAL OFFICES

235 EAST 45TH STREET, NEW YORK CITY

February 15, 1950

Mr. Edwards R. Hopple
Public Relations
Radio Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Hopple:

That's very encouraging news about the local merchants who have agreed to back you in taking the INS night wire.

There is just one snag in the situation, and I think that can be worked out without much trouble. If we install the service on a trial basis of only 13 weeks, we will have to get a little more money. That is simply because it costs quite a bit just to ship a printer to the station and install it, and this will have to be met during a shorter period.

For a 13-week period, we can give you the night wire for $22.50 per week. Service would then be suspended during the summer vacation and started again in the fall on a longer term contract, at a lower rate.

Of course, it would be much better if you could get assurance of enough backing so that you could sign a long term contract now. Then we could give you service at the lower rate from the start, and still suspend service during the summer vacation.

As for the spring vacation, we could suspend service for two weeks if it comes at least 30 days after service begins and if the total period of service still remains at 13 weeks.

There will be no trouble in suspending service during all vacations, on a long term contract. We are doing this at several colleges which already use the INS wire.

I would suggest that you check the local merchants on putting up the extra $2.25 per week, and at the same time consider the possibility of contracting for the service at least through next year, at the lower rate. Either way, I will get things moving as fast as possible whenever you give me the word.

Best regards.

Sincerely,

John M. Cooper

John M. Cooper
Director, Radio Department

JMC:mp

Ferury 18, 1950

International News Service
235 East 45th Street
New York, N. Y.

Att: Mr. John M. Cooper
Director of Radio Dept.

Dear Mr. Cooper:

We received your letter of February 15th, and are happy to hear that International News Service is willing to help us in our new venture. We spoke to the local merchants in regard to taking the service for a longer term than the original plan of thirteen weeks. They have consented to taking the service until the first of next year at eighteen dollars a week excluding college recesses. We would have no use for the machine over Spring vacation, two weeks starting March 25th, and after the college year which ends June 1st. The service could resume on Septembrr 20th and run straight through until December 20th, Christmas vacation. We would be willing to pay for Thanksgiving vacation which lasts four days. We are now able to sign for this period which runs to Christmas vacation, and feel confident that either at the end of this semester or in September we could sign for a longer term. By then the news service will probably become a necessary part of our station activities.

If the preceding stipulations are acceptable, we would appreciate having the machine installed as soon as possible. If, however, it will be necessary for us to pay for the two weeks during Spring vacation, we shall wait until April 10th, and start our news broadcasts at that time. We would also like to know your billing policy which I am sure we will be able to meet as long as the rate does not increase as the year progresses.

In the booklet you sent us we were very much interested in learning of the radio scripts which you supply

with your news service. I am quite sure that the International News Service will help our station at Amherst and be of equal benefit to Smith College and the University of Massachusetts, whose radio stations have joined with us in the Pioneer Broadcasting System. This arrangement should be very helpful to you as it will constantly remind the three college communities of your name and service. I would venture to say that several students will some day be working for you, or at least using your news service.

We would appreciate your sending us an old roll of news which our news staff can use in order to practice the method of presenting these bulletins over the air. We already have a full staff of announcers who want to handle the news as it comes over the wires.

We are looking forward to meeting you personally in the near future. If there is any more information I can give you as to our handling the news service, please don't hesitate to write.

Sincerely yours,

Edw. R. Hopple
Pub. Rel.

ERH/jw

INS

International News Service

GENERAL OFFICES
235 EAST 45TH STREET, NEW YORK CITY

March 13, 1950

Mr. Edwards R. Hopple
Radio Station WAMF
Amherst College
Amherst, Masachusetts

Dear Mr. Hopple:

I am enclosing herewith your copy of properly executed contract recently negotiated betwe[illegible]entative, Mr. John M. Cooper, providing for the INS 7 night leased wire report effective April 10th next.

Thanking you, and with best wishes, I am

Sincerely yours,

F. J. Nicht

F. J. Nicht
General Sales Manager

jbd

Reg. Mail

February 21, 1950

Mr. John Cooper
International News Service
235 E. 45th St.
New York 17, N. Y.

Dear Mr. Cooper:

I was glad to hear from your phone call today that arrangements can be made for installation of the newsprinter.

We understand that the news printer will be installed for operation on April 10th for a period of 8 weeks, discontinued through the summer, and resumed the week of Sept. 24th through Dec. 20th. One of the local men who is going to back the thing is in Florida, so I haven't found out about signing a contract beyond next December. However, according to our phone conversation, you will make reservations for our continuing the service for a flat $18.00 through next year. There is no doubt but what that will be the case.

It is certain, however, that we are going to have the printer so you can go ahead with the installation arrangements.

We are looking forward to meeting you and having you spend some time at Amherst - and learning about INS etc. Thank you for your kind cooperation etc.

Sincerely yours,

Edwards R. Hopple
Bus. Mgr.

INS

International News Service

GENERAL OFFICES

235 EAST 45TH STREET, NEW YORK CITY

March 13, 1950

Mr. Edwards R. Hopple
Radio Station WAMF
Amherst College
Amherst, Masachusetts

Dear Mr. Hopple:-

I am enclosing herewith your copy of properly executed contract recently negotiated between you and our representative, Mr. John M. Cooper, providing for the INS 7 night leased wire report effective April 10th next.

Thanking you, and with best wishes, I am

Sincerely yours,

F. J. Nicht
General Sales Manager

jbd

enclosure

Reg. Mail
R. R. R.

INTERNATIONAL NEWS SERVICE
235 EAST 45TH STREET
NEW YORK 17, N. Y.

April 13th, 1950.

Radio Station WAMF
The Pioneer Broadcasting System
Amherst, Mass.

Gentlemen:

The Accounting Department learns, with a great deal of pleasure, that service to Radio Station WAMF commenced on Monday, April 10th. We take this occasion to extend cordial greetings to you.

This appears to be an opportune moment for a line or so on the subject of our accounting routine. First of all we'll explain the wording of our invoices.

Our fiscal week begins on Sunday and ends on Saturday. All weekly charges are billed under the date of the Sunday beginning the week. Inasmuch as service to WAMF commenced on a Monday our first charge (invoice enclosed with this letter) covers only six sevenths of a week and the amount is, of course, six sevenths of a full week's charge. All succeeding invoices will be for even weeks of service commencing with our next charge, Service for the Week Beginning April 16th (abbreviated to SVCE W/B 4/16).

In accordance with the general practise of all wire news services our credit requirements specify regular weekly payments. So that your account may at all times be in line with our credit terms may we suggest that as each invoice is received at your office an applying payment be forwarded to this office. If you wish to do so return the invoice with the covering check and we'll gladly receipt and reforward the item to you to complete your files.

Looking forward to a long and pleasant association with Radio Station WAMF, we are,

Cordially yours,
INTERNATIONAL NEWS SERVICE

PMWade
P. M. Wade

INS

International News Service

GENERAL OFFICES

235 EAST 45TH STREET, NEW YORK CITY

OFFICE OF
ENERAL MANAGER

April 14, 1950

Mr. Edwards R. Hopple
Radio Station WAMF
Walker Hall
Amherst College
Amherst, Mass.

Dear Mr. Hopple:

The purpose of this letter is to welcome you most heartily into the INS family of clients. I want you to know that we are mighty proud to serve Station WAMF.

I hope you will feel free from time to time to write us and let us know how the INS report shapes up from the viewpoint of your own particular needs.

We like to keep the closest possible contact with our clients and we are always glad to receive ideas for improvement of the INS report.

In this connection, Mr. Herbert Caryl, our New England Regional Director, maintains his headquarters in the offices of our Boston bureau--5 Winthrop Square, Boston 10, Massachusetts--and will be most happy to see that you receive fast action on any special requests or news problems you may have.

Whenever you are in New York, I hope you will stop in and visit us at INS headquarters.

Meanwhile, please do not hesitate to contact me personally any time I can be of service to you.

Sincerely,

Seymour Berkson

SB:AK

Seymour Berkson

April 19, 1950

International News Service
New England Regional Director
5 Winthrop Square
Boston 10, Mass.

Att: Mr. H. Caryl
N. E. Reg. Dir.

Dear Sir:

I was very glad to meet you yesterday, and hope that our association will be long and pleasant.

If there is ever anything you want from Amherst, please don't hesitate to call on us.

Stop in and see us when you ware in Amherst.

Sincerely yours,

Edwards R. Hopple
Business Manager

ERH/weh

April 19, 1950

International News Service
235 East 45th Street
New York 17, N. Y.

Att: John M. Cooper
Director of Radio

Dear Mr. Cooper:

We of WAMF wish to thank you and all the staff of INS for the wonderful service which we have gotten both before and after the installation of the news printer. Needless to say, the thing has gone crazy around here and is becoming more the center of activity not only of the students, but the faculty as well.

Mr. Herbert Caryl, your Boston representative was here yesterday to meet us all and ask about the service etc. The three posters you sent us were wonderful, and are now prominently displayed to the mutual benefit of WAMF and INS. Thanks for everything.

If there is anything you want from us, or anything we can do to help you, please don't hesitate to call on us. Any recommendation about INS will be furnished PDQ.

Best regards to all. Come up to visit us sometime.

Sincerely yours,

Edwards R. Hopple
Bus. Mgr.

April 19, 1950

International News Service
235 East 45th Street
New York 17, N. Y.

Att: P. M. Wade

Dear Sir:

We of WAMF are happy to be serviced by International News Service and hope that our relationship with be long and pleasant.

I have forwarded separate checks for the invoices you have sent and will continue to pay them by return mail. You need not return any of the invoices, as our check is sufficient, each check marked what week it is for etc.

If any trouble does arise, please don't hesitate to call on us. Thanks for everything.

Sincerely yours,

Edwards R. H opple
Business Manager

ERH /weh

INS

International News Service

GENERAL OFFICES
235 EAST 45TH STREET, NEW YORK 17, N. Y.

April 21, 1950

Mr. Edwards R. Hopple
Business Manager
Radio Station WAMF
Amherst College Broadcasting System
Amherst, Massachusetts

Dear Ed:

It was nice to hear from you, and I'm glad you're getting along so well with the service.

I've been trying to get a chance to drop in on you for a day, but have been so busy with the NAB Convention and other things that it was impossible. However, I expect to make a trip to Boston some time within the next couple of weeks and will do my best to visit Amherst at the same time. Among other things, I'd like to get a story on your radio news operations for the Newscaster, which we publish. I'll let you know definitely when I can come.

Best regards.

Sincerely yours,

John

John M. Cooper
Director, Radio Dept.

JMC:IF

June 5, 1950

International News Service
235 East 45th Street
New York, N. Y.

Dear Sirs:

The staff members of The Pioneer Broadcasting System and Radio Station WAMF wish to thank you for the excellent and wonderful service you have given us in the last 8 weeks with the teletype machine.

It has become the heart of the station and we feel sure it is here to stay.

The service is to be continued, according to the contract September 23rd. We would appreciate it if the service could start on Wednesday, Sept. 27th and we could be pro-rated for that week. We plan to continue past the length of the contract, perhaps on a full time basis if possible, but it will be fall before we find out definitely. At any rate, the machine has planted its roots and most probably will never leave.

We are interested in giving you information for the Newscaster per Mr. Cooper's letter of April 21st. Any such information you would like in the fall, we would be glad to cooperate with. The network is expanding to handle 6 or 7 college stations, so this experiment should prove quite interesting in college radio's future.

If, because of the contract, the machine must start on Sept. 23rd, then there's no use to cry over milk that's going to be spilt. Thanks for anything you might do.

Our best to the whole staff of INS for a wonderful summer. Thanks again for everything.

Sincerely yours,

Edwards R. Hopple
Bus. Mgr.

ERH/weh

INS

International News Service

GENERAL OFFICES

235 EAST 45TH STREET, NEW YORK CITY

June 6, 1950

Mr. Edwards R. Hopple
Business Manager
Radio Station WAMF
Walker Hall
Amherst, Massachusetts

Dear Ed:

I have your letter of June 5th and appreciate very much your comments on the service. Sorry I haven't had a chance to get up and see you, but it was impossible to get away. I'll plan to visit Amherst next fall when you return from vacation, and will get something for the Newscaster then.

As to your request to change the starting date from September 23rd to September 27th, I think that probably can be done without any trouble.

Your present contract runs only until December, and it seems to me that the best way would be to draw up a new contract running through the academic year, since you say that you will certainly want to continue the service.

Let me know when you expect to be back at Amherst and we'll get together.

I am much interested, too, in the expansion of the network. Would you let me know what stations are to be added and when?

Best regards.

Sincerely,

John M. Cooper

John M. Cooper
Director, Radio Department

JMC:mp

September 5, 1950

International News Service
235 East 45th Street
New York, N. Y.

Att: John Cooper

Dear Mr. Cooper:

WAMF and the Pioneer Broadcasting System plan to continue operations in the same capacity as we ended last spring; i.e., only on a three college set up.

According to a letter in the spring, you said that it could be arranged to start operations of the newsprinter on September 27th, instead of the exact date on the calendar. We would appreciate it if this could be arranged. After things get rolling with the new crew, I will write you concerning any expanding of the network, and we can work out something - perhaps on a full time basis. At any rate, we will start under the terms of the present contract.

If there are any questions, don't hesitate to contact me. My best to everyone.

Sincerely yours,

Edwards R. Hopple
Business Manager

ERH/weh

INS

International News Service

GENERAL OFFICES

235 EAST 45TH STREET, NEW YORK CITY

September 21, 1950

Mr. Edwards R. Hopple
Business Manager
Radio Station WAMF
Walker Hall
Amherst, Massachusetts

Dear Ed:-

This will acknowledge receipt of your letter of September 5th, which had been misplaced -- hence the delay in replying.

Accordingly, we have arranged to have service resumed to you on September 27th.

I shall be looking forward to hearing from you regarding the possibility of our serving you on a full-time basis.

Best regards.

Sincerely yours,

John M. Cooper

John M. Cooper
Director, Radio Department

jbd

wamf

Gentlemen;

W A M F is planning complete coverage of national, state, and local election results on election night, Tuesday, November 7, 1950. This will be in cooperation with the Amherst College political science classes.

For the national and state coverage we will depend heavily on I N S. Therefore, in order that we may make our plans as complete as possible, we would like to know what we can expect from the I N S wire on election night. For example, how often will figures on the voting be sent? Will they be tabulated by states? Will special gubernatorial races, etc, be covered? Will metropolitan elections be covered? At approximately what time will results begin to be sent? Will Massachusetts elections be covered in more detail during splits? And so on.

In addition, we would like to investigate the possibility of receiving the day wire as well as the night, so that we may continue our coverage into Wednesday morning as far as possible. Is such an arrangement possible? And if so, could you quote us rates?

Since your own plans may not be definite yet, perhaps you have some sample of last year's coverage you could send us to let us know what to plan for.

Thank you for your cooperation in this matter.

Sincerely,

Robert O Morgan
Program director

October 20 1950

International News Service
235 East 45th Street
New York City

on : Morgan

December 11, 1950

Mr. Herbert Caryl
Superintendent, New England Division
International News Service
5 Winthrop Square
Boston, Massachusetts

Dear Mr. Caryl:

We have just sent in the mail a notice to the New York office that we are terminating our agreement with International News Service as of the end of the contract period, December 20.

It is with regret that we terminate the agreement which has given us the benefit of association with INS and with you and your office.

However, we feel that a radio news report is more fitted to our purposes, and we a re therefore installing a United Press Radio wire.

This is to thank you for your help and cooperation during the period of the agreement. You and your office have consistently expressed desire to aid us whenever requested.

Thank you again for all you have done to help us.

Sincerely yours,

Philip P. Kalodner
for W A M F and the
Pioneer Broadcasting
System

PPK:rmw

cc: Hopple, Morgan, Kalodner

The College Radio Network pbs *In The Pioneer Valley*

THE PIONEER BROADCASTING SYSTEM

WALKER HALL
AMHERST, MASSACHUSETTS

op-1

December 11, 1950

Mr. John W. Cooper
Director, Radio Department
International News Service
235 East 45th Street
New York, New York

Dear Mr. Cooper:

This letter is to notify you that we are not planning to renew the current agreement with International News Service for its news report.

It is with a feeling of regret that we terminate this agreement which has given us the benefit of association with INS and with you and your office.

However, we feel that a radio news report is much more fitted to our purposes and are therefore installing a United Press Radio wire.

The agreement with INS terminates according to the terms of the contract on December 20th. Since the contract contains no renewal clause, this letter should be considered formal notice of the termination of agreement.

Thank you again for your cooperation throughout the period and for the efforts you have made to help us.

Sincerely yours,

Philip P. Kalodner

For the Pioneer
Broadcasting System
and W A M F

PPK:rmw

cc: Hopple, Morgan, Kalodner

January 13, 1951

Mr. John W. Cooper
Director, Radio Department
International News Service
235 East 45th Street
New York, New York

Dear Mr. Cooper:

I am writing this letter to ask your help in clearing up a matter of two invoices which we have received from INS. An invoice dated Dec. 17, for service W/B 12/17 at $20.86. Another invoice marked credit memo was also at the station when we returned from vacation. It reads as follows: CREDIT SVCE W/B 4/7 W/B 12/17 dated Dec. 20 with the amount of $11.92. As I understand it our WAMF account with you is paid in full, and we no longer owe anything to INS. If I am correct in this will you please confirm it for our records.

Thank you for all the service you have given us in the past, and I would appreciate an answer at your earliest convenience.

Sincerely,

Jerry Wilkoff
Business Manager
WAMF

INTERNATIONAL NEWS SERVICE
235 EAST 45TH STREET
NEW YORK 17, N. Y.

January 15th, 1951.

Mr. Jerry Wilkoff, Business Manager
Radio Station WAMF
Amherst, Mass.

Dear Mr. Wilkoff:

Mr. Cooper has turned over to me your letter of the 13th.

I am extremely sorry that our recent bills have created the impression that WAMF is not fully paid up. As a matter of fact I've recently drawn a check to your order in the amount of $2.98 as, on final analysis, your account was overpaid by that amount.

The confusing entries should have been confined to the ledger and no bills should have been issued. Please consider this letter as confirmation that your account is exactly in balance (after refund of 2.98 which you should now have).

With best wishes, I am,

Cordially yours,
INTERNATIONAL NEWS SERVICE

PMWade

P. M. Wade

I. N. S. 1

AGREEMENT

MADE this **Seventh** day of **March**, 19**50**, at New York, N. Y., between RNATIONAL NEWS SERVICE, DIVISION OF THE HEARST CORPORATION, hereinafter referred to as International News Service and **The Pioneer Broadcasting System**

ner of Radio Station hereinafter named, hereinafter called the Broadcaster.

WITNESSETH: That for and in consideration of the sum of One ($1.00) Dollar by each to the other in hand paid, the receipt whereof eby acknowledged, and of the mutual covenants herein contained, the parties hereto have agreed:

First: International News Service hereby grants to the Broadcaster the right and license of broadcasting over Radio Station **WAMF** located at **Amherst, Mass.**, its news report as hereinafter described to wit:

Seven-night report by printer machine

rees to deliver to the Broadcaster such news report. The promise of International News Service to deliver the said report shall not be deemed ed if International News Service is unable to make such delivery as a result of any governmental law, order or regulation, conditions created by istence of a state of war, invasion by armed forces, insurrection, riot, strike or other labor trouble, Act of God, or any other cause whatsoever d its control, or because of failure of Broadcaster to give International News Service sufficient advance notice of installation of printer-telegraph ne(s).

Said above-described news report shall be filed to the Broadcaster at **New York, N.Y.**, where if International News Service so elects.

Second: The Broadcaster agrees to provide at his expense all necessary quarters for the wire and printer-telegraph machine(s) or other nent, and to defray the cost of any necessary wire, installation and power current required for the operation of printer-telegraph machine(s) er equipment, and agrees to receive and accept said news report and to pay therefor without deduction to International News Service, at its York office, during the term of this agreement and any extensions thereof, the sum of

Twenty Dollars and Eighty-Six cents ($20.86)

in advance.

Third: Anything to the contrary notwithstanding, it is agreed (1) that if the telephone or telegraph companies, to which tolls are paid on of the Broadcaster by International News Service, raise the tolls on said news report, or increase the rental rate on printer-telegraph machine(s) er equipment supplied by them; or in case of an increase in the remuneration of telegraph operators or other employees by a revision of wage ts or otherwise, said Broadcaster shall also pay, in addition to any other moneys due under this agreement, the increases in such tolls, rental ges to International News Service, (2) that in case of a war or any other extraordinary event requiring an additional or extraordinary expenditure 0.00 or more weekly by International News Service in securing and delivering the news of same, International News Service may assess and the aster shall pay International News Service an additional weekly sum not to exceed 25% of the Broadcaster's regular weekly payments, for a co-incident with said extraordinary expenditure by International News Service, (3) that if said news report or any wire or other facilities the transmission thereof shall be hereafter made subject to any Federal, State or Municipal tax of any kind, payable either directly or indirectly rnational News Service, the Broadcaster shall reimburse International News Service for the proportion thereof, as determined by International Service, properly applicable to said news report.

Fourth: As a condition hereof, the Broadcaster agrees not to furnish, or permit to be furnished by its employees or from its office, any of the International News Service news report or any news tips therefrom to any other person, firm, corporation, publication or publisher o station, or to make any other use thereof than in the above-mentioned Radio Station, without the written consent of International News ; and further agrees to respect all release dates on advance matter and properly to carry due notices of copyright in a form and content bed by law on all copyrighted matter.

Fifth: The Broadcaster agrees to furnish to International News Service at the office of the Broadcaster, for publication and/or distribution rnational News Service in any manner and for any purpose it sees fit, without cost to International News Service, all the local news and service from tributary news territory collected by the Broadcaster.

Sixth: The Broadcaster agrees to turn on the printer-telegraph machine(s) promptly each day that service is furnished and to protect from e and damage the printer-telegraph machine(s) or other equipment installed for the delivery of said news report in its premises and to be ible for any damage thereto due to its own acts or its own negligence or that of any of its employees or otherwise. The Broadcaster further to pay any expense incurred in connection with the transfer or relocation of any equipment after the original installation thereof. In so far printer-telegraph machine(s) and any other equipment furnished hereunder are concerned, Broadcaster has no right, title or interest therein, only the bare license to receive thereon, subject to the terms of this agreement, International News Service's said news report. Broadcaster agrees, once said machine(s) and said equipment are installed hereunder, neither to move or replace, nor to alter or repair same unless Inter- l News Service's consent thereto is first had and obtained. As between the parties hereto, Broadcaster recognizes that said machine(s) and ent are the property of International News Service.

Seventh: It is mutually agreed that International News Service reserves the right to make working arrangements and exchanges of news e facilities with other press associations, publisher, radio stations or persons and to sell, license or otherwise dispose of said news report to er party or parties of its selection at any and all times.

Eighth: It is further mutually agreed that International News Service shall, in no event, be liable to the Broadcaster for any loss, injury, and/or expense that the Broadcaster may sustain or incur or pay or be compelled to pay by reason of the broadcasting or use of any matter ed to the Broadcaster by International News Service.

Ninth: This agreement is made subject to the ability and willingness of wire companies to furnish the necessary facilities and the con- e of each of the intermediate clients now on the circuit unless International News Service is, in its uncontrolled judgment, satisfied with the ed in this agreement.

Tenth: This agreement shall continue f[redacted] **from April 10 to December 20**, 19**50**., [redacted] Neither this agreement nor any of the rights hereunder may be assigned or other- nsferred by the Broadcaster unless International News Service's written consent is first had and obtained. However, this agreement shall be upon and shall inure to the benefit of International News Service, its successors and assigns.

Eleventh: Should the Broadcaster fail to make the weekly payments hereinabove provided to be paid, International News Service shall have t to discontinue its service to the Broadcaster without notice, but such discontinuance shall not be construed to be a surrender of any of its The failure of International News Service to exercise the said right in any instance, however, shall not be

Fifteenth: It is further mutually agreed that the Broadcaster s
have the right and license of broadcasting this News Report over
radio stations of the University of Massachusetts and of Smith Co
which are affiliated with the Pioneer Broadcasting System, at no
extra charge; said broadcasts to originate at Network headquarter
Amherst, Mass.

Sixteenth: It is further mutually agreed that service shall be
suspended during the summer vacation period from June 3, 1950, to
September 20, 1950, and payments shall be suspended during this p

International News Service,
(Division of the Hearst Corporat

Witness:
Jean B. Diggory

By Seymour Berkson

Broadcaster - The Pioneer Broa

Witness:
Dol H. Cooper

By Edward R. Hopple
Bus. Mgr. WAMF

---

uitable rights hereunder. The failure of International News Service to exercise the said right in any
s a waiver of its right to do so in case of any subsequent default by the Broadcaster in making the said weekly payments.

welfth: It is further mutually understood and agreed that in the event the Broadcaster operates an FM station in addition to his standard
g station, said Broadcaster shall have the right to use the above-described news report on his FM station without additional charge during
this agreement.

hirteenth: This agreement and all its provisions are subject to the rules and regulations now in force or hereafter adopted by the Federal
ations Commission, and neither party to this agreement shall be liable in damages to the other if prevented from carrying out the provi-
is agreement by reason of any rule, regulation or order of said Federal Communications Commission.

ourteenth: It is expressly understood and agreed that this contract is not binding upon International News Service unless signed by an
representative of International News Service, and that it contains all of the agreements between the parties hereto and that there are no oral,
r other agreements which are not herein set forth. Broadcaster shall have no right or license in respect of International News Service's said
t, except as herein expressly granted; all rights in said news report not so granted are reserved to International News Service.

Signed: INTERNATIONAL NEWS SERVICE,
(DIVISION OF THE HEARST CORPORATION)

Jean B. Diggory

By Seymour Berkson

BROADCASTER--The Pioneer Broadcasting
System

Dol H. Cooper

By Edward R. Hopple
Bus. Mgr. WAMF

(SEE OTHER SIDE)

United Press Associations
INCORPORATED IN NEW YORK
GENERAL OFFICES
NEWS BUILDING NEW YORK CITY

November 28, 1950.

Mr. Philip Kalodner
Radio Station WAMF
Amherst College
Amherst, Mass.

Dear Phil:

Here are a few time-tables of the 24-hour United Press radio news report. They are self-explanatory.

The Boston bureau is pulling you a full sample of this wire and will mail it direct to you later in the week.

As I told you yesterday, we would be most happy to install the service for $25 a week. The service, and billings too, would be subject to suspension during your regularly scheduled vacations, if you so desired.

Because of equipment shortages, we require between three and five weeks to insure installation. Incidentally, the price quoted above covers any installation charge, together with ribbons, paper, maintenance, and other fixed charges. In other words, that $25 represents your complete rate.

If we can be of any assistance, please don't hesitate to call on us here in New York, or the Boston bureau.

My kindest personal regards.

Cordially,

John L. Sehon, Jr.

4 - Thurs

Dec 20

Cost - wire
installation
news room

United Press Associations
INCORPORATED IN NEW YORK
GENERAL OFFICES
NEWS BUILDING NEW YORK CITY

From

HENRY MINOTT
W ENGLAND NEWS MANAGER
262 WASHINGTON STREET
BOSTON 8, MASS.

November 30, 1950

Mr. Philip P. Kalodner
Station W A M F
Amherst College
Amherst, Massachusetts

Dear Mr. Kalodner:

At the request of my New York office, I am mailing you under separate cover a sample copy of the United Press Radio News Report.

Eighty-one radio stations in New England now have United Press service, which I believe you will find superior to any other in speed and scope of coverage.

I hope we may have the pleasure of adding W A M F to our fast-growing family of radio clients. Please let me know if I may be of further help.

Sincerely,

Henry Minott

Henry Minott

P.S. Among our radio clients are Harvard, Yale, Dartmouth and the University of Connecticut.

H.M.

United Press Associations
INCORPORATED IN NEW YORK
GENERAL OFFICES
NEWS BUILDING NEW YORK CITY

CARL B. MOLANDER
SISTANT BUSINESS MANAGER

December 11, 1950

Mr. Phillip Kalodner
Radio Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Kalodner:

John Sehon called me from Buffalo today to advise that you desired the installation of the radio wire to take effect January 1 if possible.

We are issuing the orders immediately and I hope that service will get started on or about January 2, although there may be some delay due to the shortage of equipment. However, we certainly shall do our best to get it in on time.

I am enclosing a contract covering the service as outlined to you by Sehon. The extra clauses are also in line with your request.

If you find the agreement in order, I should appreciate your having both copies signed and return to me for execution by the United Press. One copy will then be sent you for your files.

With all good wishes, I am

Sincerely yours,

Carl B Molander

CBM:CHK

AGREEMENT

ɪADE this eleventh day of December, A.D. 1950, at New York, N. Y.,

n the UNITED PRESS ASSOCIATIONS, a New York corporation (hereinafter called United Press) and

AMHERST COLLEGE, BROADCASTING SYSTEM OF Amherst, Mass.
ıafter called the Broadcaster), witnesseth:

The parties hereto mutually agree as follows:

I. United Press hereby bargains and sells to the Broadcaster the right and privilege of broadcasting vocally, on either ing or commercial programs over radio station WAMF, located at Amherst, Mass., ited Press radio leased wire News Report, and agrees as far as practicable, to deliver ews Report to the Broadcaster by by leased wire and printer-telegraph machine.

II. The Broadcaster agrees to provide the necessary space and quarters for wire and printer-telegraph machine, and any nstallation and power necessary or requisite for the operation of said wire and printer-telegraph machine, and further to receive and accept said News Report and pay, without deduction, to United Press, at its New York office, during the f this agreement and any renewal or extension thereof, the sum of $25.00 (twenty-five dollars)

ek, weekly in advance; provided, (1) that if the Telegraph or Telephone Company to which tolls are paid on behalf of the caster by United Press, raises the tolls on said News Report or increases the rental rate on printer-telegraph machine ıent supplied by them; or if the wage scale for union employees is increased, the Broadcaster shall also pay the increases ı tolls, rental or union wages to United Press; (2) that if said News Report or any wire or other facilities used in the ıission thereof shall be hereafter made subject to any Federal or State tax of any kind payable either directly or indirectly ited Press, the Broadcaster shall reimburse United Press for the proportion thereof, as determined by United Press, prop- ɔplicable to said News Report; (3) that in case of a war or any other extraordinary event requiring an additional or rdinary expenditure of $1,000.00 or more weekly by United Press in securing and delivering the news of the same, United nay assess and the Broadcaster shall pay United Press an additional weekly sum not to exceed 25% of the Broadcaster's payment for a period coincident with said extraordinary expenditure by United Press.

III. The Broadcaster agrees that said News Report shall not be used as part of, or in connection with, any commercial ast deemed objectionable by United Press and that all commercial announcements shall be clearly indicated as such ɔt broadcast to appear as an integral part of said News Report. The Broadcaster further agrees that all broadcasts of ews Report by the Broadcaster shall state accurately the substance of said News Report and that such broadcasts shall the judgment of United Press, misrepresent or distort the facts stated in the News Report received by the Broadcaster Jnited Press.

IV. The Broadcaster agrees to furnish to United Press at the office of the Broadcaster, without cost to United Press, local news and special service from tributary news territory collected by the Broadcaster and to make no subsequent ervice arrangements which will interfere in any way with the fulfillment of all the Broadcaster's obligations under this IV; and the Broadcaster agrees not to furnish or permit to be furnished by his employees or from his office any portion News Report, or any news tips therefrom, to any other person, corporation, publication, commentator or radio station, ɔt to make or authorize any other use thereof than in the abovementioned manner, and further agrees to respect all pledges on advance matter, to use the United Press copyright line on all copyrighted matter and to broadcast the ing each news broadcast period.

~~It is further agreed that Broadcaster has the right to use the United Press report on news broadcasts over the Pioneer Broadcasting System at no additional charge, providing that station WSFL-FM at Springfield, Mass., continues to be an indep subscriber to and client of United Press.~~

XI. It is further mutually agreed that service and billings wi be suspended during the regular school holidays and vacation pe provided such periods are not less than one week.

X. It is further agreed that Broadcaster has the right to use the United Press report on news broadcasts over the Pioneer Broadcasting System at no additional cost, with the provision that the Pioneer Broadcasting System for news broadcasts sha not include WSFL-FM if they cease to be an independent subscr and client of United Press.

December 19, 1950

Mr. John Sehon
United Press Associations
News Building
New York 17, New York

Dear Mr. Sehon:

As per our telephone conversation of this afternoon, I am sending the contracts to you. There is quite a bit of blocking out on them concerning the title of the station and the clause concerning the Pioneer Broadcasting System. If you would prefer another set of contracts typed up, it is quite agreeable with us. If not, as you can see, we have already signed these copies.

I am going home for Christmas vacation but will be back at school by the second of January. I hope to find the U.P. teletype here upon my return.

We would very much appreciate your sending a man up here some time in early January to make suggestions about our set-up.

Thank you very much for your help.

I hope that this will be the beginning of a long and happy association between WAMF and the United Press.

Thanks again to you personally and best wishes for a merry Christmas and a happy New Year.

Sincerely yours,

Philip P. Kalodner
for WAMF

PPK:rmw

cc: Morgan, Kalodner, Mprgan

United Press Associations
INCORPORATED IN NEW YORK
GENERAL OFFICES
NEWS BUILDING NEW YORK CITY

December 26, 1950.

Mr. Philip P. Kalodner
Radio Station WAMF
Amherst College
Amherst, Mass.

Dear Phil:

It gives me considerable pleasure to return to you herewith your duly executed copy of the agreement covering United Press service for WAMF.

The phone company says it is going all out to make that January 2 starting date, and I do hope no hitch, such as equipment shortages, develops.

I can't advise you at this time just when we will be able to get a Unipresser to Amherst to visit the station. A personnel shift is in the making, but I think you can look for one of our representatives in January.

My very best wishes to you and the staff for a most happy and prosperous New Year.

Cordially,

John L. Sehon, Jr.

RANCH OFFICES
RD, CONN. - 7-3956
E, MASS. - 3 - 2050
CE, MASS. - 9518
STER, N. H. - 3432
EN, CONN. - 7 - 5779
D, ME. - 2 - 0722
NCE, R. I. - STUART - 1 - 1300
ELD, MASS. - 3 - 6953
JRY, CONN. - 4 - 8041
ER, MASS. - 4 - 7791

EST. MOTOR BAY STATE EXPRESS 1914

Servicing New England

CONSIGNEE'S COPY

D 68148

MAIN OFFICE
37 LANSDOWNE ST.
Cambridge, (Boston), Mass.
UNiversity 4-8800

12/28/50 F A.T & T CO. %
NEW ENG TEL & TEL CO WALKER HALL (BASEMENT)
AMHERST COLLEGE MASS

DIVISION	%	AMT.
BAY STATE		
CREDIT	CHARGE	

CASH CHARGE
☐ COLLECT ☐
☐ PREPAID ☒ XX

IM WESTERN ELEC CO INC. WATERTOWN MASS

n. line ref. 45559 at PRO

DESCRIPTION	WEIGHT	RATE			
				ADV. CHG'S	
XS TELETYPE PARTS NOIBN	225			OUR CHG'S	
				FED. TAX	
				C. O. D. FEE	
				C. O. D.	
HOLD AT SPRINGFIELD TERMINAL- A T & T CO. TRUCK WILL ~~RR~~ PICK UP THERE				TOT. CHG'S	
				TOTAL TO BE COLLECTED	

	DATE DEL'D	RECEIVED ABOVE IN GOOD CONDITION
	PICKED UP BY	FIRM
TRUCK NO.	DEL'D BY	BY SIGN NAME IN FULL

3

Tendered and received subject to terms and conditions of the carrier's bill of lading as shown in the Classification and Tariffs lawfully applicable to this shipment.

★ 36092

(Uniform Domestic Straight Bill of Lading, adopted by Carriers in Official, Southern, Western and Illinois Classification territories, Mar. 15, 1922, as amended Aug. 1, 1930 & June 15, 1941.)

THIS MEMORANDUM is an acknowledgment that a Bill of Lading has been issued and is not the Original Bill of Lading, nor a copy or duplicate, covering the property named herein, and is intended solely for filing or record.

RECEIVED, subject to the classifications and tariffs in effect on the date of the receipt by the carrier of the property described in the Original Bill of Lading.

From WESTERN ELECTRIC COMPANY, Incorporated

y described below, in apparent good order, except as noted (contents and condition of contents of packages unknown), marked, consigned, and destined as indicated below, which said company (the word company being un-roughout this contract as meaning any person or corporation in possession of the property under the contract) agrees to carry to its usual place of delivery at said destination, if on its own road or its own water line, otherwise o another carrier on the route to said destination. It is mutually agreed, as to each carrier of all or any of said property over all or any portion of said route to destination, and as to each party at any time interested in all or d property, that every service to be performed hereunder shall be subject to all the conditions not prohibited by law, whether printed or written, herein contained, including the conditions on back hereof, which are hereby by the shipper and accepted for himself and his assigns.

ATERTOWN, MASS., 12-28-50 19 Shipper's No. 45559

[illegible] Bay State COMPANY Agent's No.

(Mail or street address of consignee—For purposes of notification only.)

ned to NEW ENGLAND TEL. & TEL. COMPANY Walker Hall. (Basement)

tion Amherst State of Mass County of

Amherst College Car Initial Car No.

REQUISITION NO.	AREA	EST. NO.	ACCOUNT
(13-8-23885)	0114	9000	700-088C

	Description of Articles, Special Marks, and Exceptions	*WEIGHT (Sub. to Cor.)	Class or Rate	Ck. Col.	Number Packages		Description of Articles, Special Marks, and Exceptions	*WEIGHT (Sub. to Cor.)	Class or Rate	Ck. Col.
	ANCHORS, GUY (Iron)						NAILS, IRON (NOIBN)			
Bxs.	APPLIANCES, ELECTRICAL (NOIBN)					Bxs.	PAPER, TOILET			
Bxs.	ARRESTERS, LIGHTNING					Bags	PINS, INSULATOR (WOOD)			
	BACKBOARDS, TELEPHONE (NOIBN, steel)					Bxs.	PIPE, LEAD			
Bxs.	BATTERIES, DRY CELL (not spent)						PROTECTORS, WIRE, GUY (Iron)			
Bags	BOLTS (NOIBN, Iron)					Bxs.	RINGS, CABLE (Iron)			
							RODS ANCHOR GUY (Iron)			
Bxs.	BOXES, TERMINAL, CABLE (Steel)					Bdls.	RODS, GROUND (Iron other than copper clad)			
Bdls.	BRACES, CROSSARM (Iron)					Bags	SOLDER, (NOIBN)			
Bags Bdls.	BRACKETS, INSULATOR (Iron)					Bxs.	STATIONERY, (NOIBN)			
						Coils Reels	STRAND, STEEL			
Bdls.	BRACKETS, INSULATOR (Wood)					Bxs.	TAPE, INSULATING (NOIBN)			
	CABLE, Lead Covered (Copper)					Bxs.	TELEPHONE PARTS (NOIBN)			
Bags	CLAMPS, WIRE, GUY (Iron)					Bxs.	TELEPHONE SETS			
						Bxs.	TELEPHONE SWITCHBOARD PARTS (NOIBN)			
xs.	COMPOUND, POLISHING (NOIBN)					Bxs.	TOOLS, HAND, MECHANICS (NOIBN)			
es.	CROSSARMS, WOODEN					Bxs.	TOWELS, PAPER			
es.	CROSSARMS, WOODEN (with braces or insulator pins attached)					Bags	WASHERS (NOIBN Iron)			
xs.	FORMS, Paper (NOIBN Printed)					Coils	WIRE, BRONZE			
	HANDLES, Wooden (NOIBN other than in the rough)					Bxs. Bdls. Coils	WIRE, COPPER			
xs.	HARDWARE, Brass (NOIBN)									
es.	INSULATORS, GLASS (electric wire, NOIBN)									
es.	INSULATORS, POTTERY (electric wire, NOIBN)					Bdls. Coils	WIRE, IRON (NOIBN)			
s.	LAMPS, INCANDESCENT									
[illegible]	Teletype parts. NOIBN							225		✓
								3		

Subject to Section 7 of conditions, if this shipment is to be delivered to the consignee without recourse on the consignor, the consignor shall sign the following statement:
The carrier shall not make delivery of this shipment without payment of freight and all other lawful charges.

(Signature of consignor.)

If charges are to be prepaid, write or stamp here, "To be Prepaid."

TO BE PREPAID

Rec'd $ to apply in prepayment of the charges on the property described hereon.

Agent or Cashier.

Per

(The signature here acknowledges only the amount prepaid.)

Charges advanced:

$

his shipment is tendered and received subject to the
terms and conditions of the carrier's bill of lading
shown in the tariffs and classification filed with
e Interstate Commerce Commission or the respective
ate regulatory body governing and covering the rate or
tes lawfully applicable to this shipment, and is
rther subject to the motor carrier act of the
ective state law and the rules, decisions and orders
the Interstate Commerce Commission or the respec-
ve state regulatory body.

Fibre Boxes used for this shipment conform to the specifications set forth in the box maker's certificate thereon, and all other requirements of Rule 41 of the Consolidated Freight Classification.

*If the shipment moves between two ports by a carrier by water, the law requires that the bill of lading shall state whether it is "carrier's or shipper's weight."

N ELECTRIC COMPANY, Incorporated, *Shippers*, *Agent*

r HB Per

PRINTED BY THE STANDARD REGISTER CO., DAYTON 1, OHIO, U. S. A.

nt postoffice address of shipper, 705 MT. AUBURN ST., WATERTOWN, MASS., U. S. A.

CONTRACT TERMS AND CONDITIONS

Sec. 1. (a) The carrier or party in possession of any of the property herein described shall be liable as at common law for any loss thereof or damage thereto, except as hereinafter provided.

(b) No carrier or party in possession of all or any of the property herein described shall be liable for any loss thereof or damage thereto or delay caused by the act of God, the public enemy, the authority of law, or the act or default of the ship or owner, or for natural shrinkage. The carrier's liability shall be that of warehouseman, only, for loss, damage, or delay caused by fire occuring after the expiration of the free time allowed by tariffs lawfully on file (such free time to be computed therein provided) after notice of the arrival of the property at destination or at the port of export (if intended for export) has been duly sent or given, and after placement of the property for delivery at destination, or tender of delivery of the property the party entitled to receive it, has been made. Except in case of negligence of the carrier or party in possession (and the burden to prove freedom from such negligence shall be on the carrier or party in possession), the carrier or party in possess shall not be liable for loss, damage, or delay occurring while the property is stopped and held in transit upon the request of the shipper, owner, or party entitled to make such request, or resulting from a defect or vice in the property, or for country d age to cotton, or from riots or strikes.

(c) In case of quarantine the property may be discharged at risk and expense of owners into quarantine depot or elsewhere, as required by quarantine regulations or authorities, or for the carrier's dispatch at nearest available point in carr judgment, and in any such case carrier's responsibility shall cease when property is so discharged, or property may be returned by carrier at owner's expense to shipping point, earning freight both ways. Quarantine expenses of whatever natur kind upon or in respect to property shall be borne by the owners of the property or be a lien thereon. The carrier shall not be liable for loss or damage occasioned by fumigation or disinfection or other acts required or done by quarantine regulati or authorities even though the same may have been done by carrier's officers, agents, or employees, nor for detention, loss, or damage of any kind occasioned by quarantine or the enforcement thereof. No carrier shall be liable, except in case of ne gence, for any mistake or inaccuracy in any information furnished by the carrier, its agents, or officers, as to quarantine laws or regulations. The shipper shall hold the carriers harmless from any expense they may incur, or damages they may required to pay, by reason of the introduction of the property covered by this contract into any place against the quarantine laws or regulations in effect at such place.

Sec. 2. (a) No carrier is bound to transport said property by any particular train or vessel, or in time for any particular market or otherwise than with reasonable dispatch. Every carrier shall have the right in case of physical necessity to forw said property by any carrier or route between the point of shipment and the point of destination. In all cases not prohibited by law, where a lower value than actual value has been represented in writing by the shipper or has been agreed upon writing as the released value of the property as determined by the classification or tariffs upon which the rate is based, such lower value plus freight charges if paid shall be the maximum amount to be recovered, whether or not such loss or dama occurs from negligence.

(b) As a condition precedent to recovery, claims must be filed in writing with the receiving or delivering carrier, or carrier issuing this bill of lading, or carrier on whose line the loss, damage, injury or delay occurred, within nine months a delivery of the property (or, in case of export traffic, within nine months after delivery at port of export) or, in case of failure to make delivery, then within nine months after a reasonable time for delivery has elapsed; and suits shall be institu against any carrier only within two years and one day from the day when notice in writing is given by the carrier to the claimant that the carrier has disallowed the claim or any part or parts thereof specified in the notice. Where claims are not fi or suits are not instituted thereon in accordance with the foregoing provisions, no carrier hereunder shall be liable, and such claims will not be paid.

(c) Any carrier or party liable on account of loss of or damage to any of said property shall have the full benefit of any insurance that may have been effected upon or on account of said property, so far as this shall not avoid the policies or c tracts of insurance: **Provided,** That the carrier reimburse the claimant for the premium paid thereon.

Sec. 3. Except where such service is required as the result of carrier's negligence, all property shall be subject to necessary cooperage and baling at owner's cost. Each carrier over whose route cotton or cotton linters is to be transported here shall have the privilege, at its own cost and risk, of compressing the same for greater convenience in handling or forwarding, and shall not be held responsible for deviation or unavoidable delays in procuring such compression. Grain in bulk c signed to a point where there is a railroad, public or licensed elevator, may (unless otherwise expressly noted herein, and then if it is not promptly unloaded) be there delivered and placed with other grain of the same kind and grade without respec ownership (and prompt notice thereof shall be given to the consignor), and if so delivered shall be subject to a lien for elevator charges in addition to all other charges hereunder.

Sec. 4. (a) Property not removed by the party entitled to receive it within the free time allowed by tariffs, lawfully on file (such free time to be computed as therein provided), after notice of the arrival of the property at destination or at the p of export (if intended for export) has been duly sent or given, and after placement of the property for delivery at destination has been made, may be kept in vessel, car, depot, warehouse or place of delivery of the carrier, subject to the tariff charge storage and to carrier's responsibility as warehouseman, only, or at the option of the carrier, may be removed to and stored in a public or licensed warehouse at the place of delivery or other available place, at the cost of the owner, and there h without liability on the part of the carrier, and subject to a lien for all freight and other lawful charges, including a reasonable charge for storage.

(b) Where nonperishable property which has been transported to destination hereunder is refused by consignee or the party entitled to receive it, or said consignee or party entitled to receive it fails to receive it within 15 days after notice arrival shall have been duly sent or given, the carrier may sell the same at public auction to the highest bidder, at such place as may be designated by the carrier: **Provided,** That the carrier shall have first mailed, sent, or given to the consig notice that the property has been refused or remains unclaimed, as the case may be, and that it will be subject to sale under the terms of the bill of lading if disposition be not arranged for, and shall have published notice containing a descript of the property, the name of the party to whom consigned, or, if shipped order notify, the name of the party to be notified, and the time and place of sale, once a week for two successive weeks, in a newspaper of general circulation at the place sale or nearest place where such newspaper is published: **Provided,** That 30 days shall have elapsed before publication of notice of sale after said notice that the property was refused or remains unclaimed was mailed, sent, or given.

(c) Where perishable property which has been transported hereunder to destination is refused by consignee or party entitled to receive it, or said consignee or party entitled to receive it shall fail to receive it promptly, the carrier may, in its dis tion, to prevent deterioration or further deterioration, sell the same to the best advantage at private or public sale: **Provided,** That if time serves for notification to the consignor or owner of the refusal of the property or the failure to receive it and requ for disposition of the property, such notification shall be given, in such manner as the exercise of due diligence requires, before the property is sold.

(d) Where the procedure provided for in the two paragraphs last preceding is not possible, it is agreed that nothing contained in said paragraphs shall be construed to abridge the right of the carrier at its option to sell the property under such cumstances and in such manner as may be authorized by law.

(e) The proceeds of any sale made under this section shall be applied by the carrier to the payment of freight, demurrage, storage, and any other lawful charges and the expense of notice, advertisement, sale, and other necessary expense and caring for and maintaining the property, if proper care of the same requires special expense, and should there be a balance it shall be paid to the owner of the property sold hereunder.

(f) Property destined to or taken from a station, wharf, or landing at which there is no regularly appointed freight agent shall be entirely at risk of owner after unloaded from cars or vessels or until loaded into cars or vessels, and, except in c of carrier's negligence, when received from or delivered to such stations, wharves, or landings shall be at owner's risk until the cars are attached to and after they are detached from locomotive or train or until loaded into and after unloaded fr vessels.

Sec. 5. No carrier hereunder will carry or be liable in any way for any documents, specie, or for any articles of extraordinary value not specifically rated in the published classifications or tariffs unless a special agreement to do so and a sti lated value of the articles are indorsed hereon.

Sec. 6. Every party, whether principal or agent, shipping explosives or dangerous goods, without previous full written disclosure to the carrier of their nature, shall be liable for and indemnify the carrier against all loss or damage caused such goods, and such goods may be warehoused at owner's risk and expense or destroyed without compensation.

Sec. 7. The owner or consignee shall pay the freight and average, if any, and all other lawful charges accruing on said property; but, except in those instances where it may lawfully be authorized to do so, no carrier by railroad shall deli or relinquish possession at destination of the property covered by this bill of lading until all tariff rates and charges thereon have been paid. The consignor shall be liable for the freight and all other lawful charges, except that if the consig stipulates, by signature, in the space provided for that purpose on the face of this bill of lading that the carrier shall not make delivery without requiring payment of such charges and the carrier, contrary to such stipulation, shall make deliv without requiring such payment, the consignor (except as hereinafter provided) shall not be liable for such charges. **Provided,** that, where the carrier has been instructed by the shipper or consignor to deliver said property to a consignee ot than the shipper or consignor, such consignee shall not be legally liable for transportation charges in respect of the transportation of said property (beyond those billed against him at the time of delivery for which he is otherwise liable) which m be found to be due after the property has been delivered to him, if the consignee (a) is an agent only and has no beneficial title in said property, and (b) prior to delivery of said property has notified the delivering carrier in writing of the fact of a agency and absence of beneficial title, and, in the case of a shipment reconsigned or diverted to a point other than that specified in the original bill of lading, has also notified the delivering carrier in writing of the name and address of the benefi owner of said property; and, in such cases the shipper or consignor, or, in the case of a shipment so reconsigned or diverted, the beneficial owner, shall be liable for such additional charges. If the consignee has given to the carrier erroneous informat as to who the beneficial owner is, such consignee shall himself be liable for such additional charges. On shipments reconsigned or diverted by an agent who has furnished the carrier in the reconsignment or diversion order with a notice of agen and the proper name and address of the beneficial owner, and where such shipments are refused or abandoned at ultimate destination, the said beneficial owner shall be liable for all legally applicable charges in connection therewith. If the rec signor or diverter has given to the carrier erroneous information as to who the beneficial owner is, such reconsignor or diverter shall himself be liable for all such charges.

If a shipper or consignor of a shipment of property (other than a prepaid shipment) is also the consignee named in the bill of lading and, prior to the time of delivery, notifies, in writing, a delivering carrier by railroad (a) to deliver such prope at destination to another party, (b) that such party is the beneficial owner of such property, and (c) that delivery is to be made to such party only upon payment of all transportation charges in respect of the transportation of such property, and livery is made by the carrier to such party without such payment, such shipper or consignor shall not be liable (as shipper, consignor, consignee, or otherwise) for such transportation charges but the party to whom delivery is so made shall in a event be liable for transportation charges billed against the property at the time of such delivery, and also for any additional charges which may be found to be due after delivery of the property, except that if such party prior to such delivery h notified in writing the delivering carrier that he is not the beneficial owner of the property, and has given in writing to such delivering carrier the name and address of such beneficial owner, such party shall not be liable for any additional charges wh may be found to be due after delivery of the property; but if the party to whom delivery is made has given to the carrier erroneous information as to the beneficial owner, such party shall nevertheless be liable for such additional charges. If shipper or consignor has given to the delivering carrier erroneous information as to who the beneficial owner is, such shipper or consignor shall himself be liable for such transportation charges, notwithstanding the foregoing provisions of this pa graph and irrespective of any provisions to the contrary in the bill of lading or in the contract of transportation under which the shipment was made. The term "delivering carrier" means the line-haul carrier making ultimate delivery.

Nothing herein shall limit the right of the carrier to require at time of shipment the prepayment or guarantee of the charges. If upon inspection it is ascertained that the articles shipped are not those described in this bill of lading, the frei charges must be paid upon the articles actually shipped.

Where delivery is made by a common carrier by water the foregoing provisions of this section shall apply, except as may be inconsistent with Part III of the Interstate Commerce Act.

Sec. 8. If this bill of lading is issued on the order of the shipper, or his agent, in exchange or in substitution for another bill of lading, the shipper's signature to the prior bill of lading as to the statement of value or otherwise, or election of comm law or bill of lading liability, in or in connection with such prior bill of lading, shall be considered a part of this bill of lading as fully as if the same were written or made in or in connection with this bill of lading.

Sec. 9. (a) If all or any part of said property is carried by water over any part of said route, and loss, damage or injury to said property occurs while the same is in the custody of a carrier by water the liability of such carrier shall be determin by the bill of lading of the carrier by water (this bill of lading being such bill of lading if the property is transported by such water carrier thereunder) and by and under the laws and regulations applicable to transportation by water. Such water c riage shall be performed subject to all the terms and provisions of, and all the exemptions from liability contained in the Act of the Congress of the United States, approved on February 13, 1893, and entitled "An act relating to the navigation of v sels, etc.," and of other statutes of the United States according carriers by water the protection of limited liability, as well as the following subdivisions of this section; and to the conditions contained in this bill of lading not inconsistent with t section, when this bill of lading becomes the bill of lading of the carrier by water.

(b) No such carrier by water shall be liable for any loss or damage resulting from any fire happening to or on board the vessel, or from explosion, bursting of boilers or breakage of shafts, unless caused by the design or neglect of such carri

(c) If the owner shall have exercised due diligence in making the vessel in all respects seaworthy and properly manned, equipped, and supplied, no such carrier shall be liable for any loss or damage resulting from the perils of the lakes, se or other waters, or from latent defects in hull, machinery, or appurtenances whether existing prior to, at the time of, or after sailing, or from collision, stranding, or other accidents of navigation, or from prolongation of the voyage. And, when for a reason it is necessary, any vessel carrying any or all of the property herein described shall be at liberty to call at any port or ports, in or out of the customary route, to tow and be towed, to transfer, trans-ship, or lighter, to load and discha goods at any time, to assist vessels in distress, to deviate for the purpose of saving life or property, and for docking and repairs. Except in case of negligence such carrier shall not be responsible for any loss or damage to property if it be nec sary or is usual to carry the same upon deck.

(d) General Average shall be payable according to the York-Antwerp Rules of 1924, Sections 1 to 15, inclusive, and Sections 17 to 22, inclusive, and as to matters not covered thereby according to the laws and usages of the Port of New Yo If the owners shall have exercised due diligence to make the vessel in all respects seaworthy and properly manned, equipped and supplied, it is hereby agreed that in case of danger, damage or disaster resulting from faults or errors in navigatio or in the management of the vessel, or from any latent or other defects in the vessel, her machinery or appurtenances, or from unseaworthiness, whether existing at the time of shipment or at the beginning of the voyage (provided the latent other defects or the unseaworthiness was not discoverable by the exercise of due diligence), the shippers, consignees and/or owners of the cargo shall nevertheless pay salvage and any special charges incurred in respect of the cargo, and sh contribute with the shipowner in general average to the payment of any sacrifices, losses or expenses of a general average nature that may be made or incurred for the common benefit or to relieve the adventure from any common peril.

(e) If the property is being carried under a tariff which provides that any carrier or carriers party thereto shall be liable for loss from perils of the sea, then as to such carrier or carriers the provisions of this section shall be modified in acco ance with the tariff provisions, which shall be regarded as incorporated into the conditions of this bill of lading.

(f) The term "water carriage" in this section shall not be construed as including lighterage in or across rivers, harbors, or lakes, when performed by or on behalf of rail carriers.

Sec. 10. Any alteration, addition, or erasure in this bill of lading which shall be made without the special notation hereon of the agent of the carrier issuing this bill of lading, shall be without effect, and this bill of lading shall be enforceable cording to its original tenor.

R. R. June 15, 1

Dear Mr Sehon:

This is to let you know that the United Press teletype was installed on schedule and is in operation. We are all very pleased with the quality and efficiency of the service.

For your information I am sending you the dates of our vacations, during which time the wire may be suspended. Spring vacation begins Monday, March 26 and ends Sunday, April 8. Summer vacation begins Sunday, June 10 and ends Wednesday, September 12. Christmas vacation begins Wednesday, December 19 and ends Wednesday, January 2, 1952.

These are not necessarily the exact dates on which the wire should begin and end. I'll write you before each one and let you know the exact date enough in advance.

With regard to billing, we would prefer to be billed weekly for the service, if that is conventient for you.

We'll be looking forward tp seeing a UP man here sometime soon; we have many questions about the routine of operating a UP newsroom. Many thanks to you for all your cooperation from Phil Kalodner and the rest of us.

Sincerely,

Robert O Morgan
Program director

5 January 1951

Mr John L Sehon, Jr
United Press Associations
News Building
New York 17, N Y

cc: Morgan, Wilkoff, Kalodner

United Press Associations
INCORPORATED IN NEW YORK
GENERAL OFFICES
NEWS BUILDING NEW YORK CITY

From
HENRY MINOTT
ENGLAND NEWS MANAGER
UNITED PRESS BLDG.
BOSTON 8, MASS.

January 11, 1951

Mr. Robert O. Morgan
Program Director
Station W A M F
Amherst, Massachusetts

Dear Mr. Morgan:

Many thanks for your letter enclosing your broadcast schedule.

I am delighted to learn that you already have had numerous comments on the improved quality of your newscasts. I was confident that you would find UP far superior to the INS service you formerly used.

You asked if a UP representative could come to Amherst and help you set up a news room so you could utilize the report to its fullest. Alan Wade, our New England Radio News Editor, will visit you next Tuesday, January 16th. I am sure you will find him most helpful and cooperative.

Please let me know whenever we may be of special service.

Sincerely,

Henry Minott

Henry Minott

United Press Associations

n Bureau

Jan. 5

News Editor
Radio Station WAMF
Amherst College.

Dear Sir:

Would you please drop me a line regarding the times of your news broadcasts.

We keep a file of these in case anything particularly hot breaks between splits, etc.

I hope your operations got off to a flying start. If there is anything I can do to help you, please let me know.

Sincerely,

Al Wade
Radio Editor

January 22, 1951

United Press Associations
220 East 42nd Street
New York 17, New York

Dear Sir:

Inclosed find check for $67.86 covering your invoice dated January 18, 1951. Your invoice covered service beginning January 2, and ending January 27. However, our service was discontinued for the week ending January 27 since it was a regular college recess.

Your invoice read $92.86, but deducting $25.00 for the week ending January 27, the enclosed check is for $67.86.

I hope that this arrangement is acceptable to you, and if I can supply you with any more information, please let me know.

Sincerely yours,

Jerry B. Wilkoff
Business Manager-WAMF

United Press Associations
INCORPORATED IN NEW YORK
GENERAL OFFICES
NEWS BUILDING NEW YORK CITY

OSTON BUREAU
NITED PRESS BUILDING
OSTON 8, MASS.

Jan. 17. 1951.

r. Robert O. Morgan
rogram Director
AMF
alker Hall, Amherst.

ear Bob:

We have asked New York concerning your queries about
se of draft stories in the college paper and about Smith
sing the women's features.

If your [illegible] book, I'm
fraid any [illegible]. However,
ohn J. [illegible] editor in New
ork and [illegible]

I checked on [illegible] to receive
nly that [illegible]

If there's anything else we can do for you please write
t.

I'm still impressed with your news set up. If the business
taff gets as well organized, you ought to make a fantastic profit.

Regards,

United Press Associations
INCORPORATED IN NEW YORK
GENERAL OFFICES
NEWS BUILDING NEW YORK CITY

from
BOSTON BUREAU
UNITED PRESS BUILDING
BOSTON 8, MASS.

Jan. 17. 1951.

Mr. Robert O. Morgan
Program Director
WAMF
Walker Hall, Amherst.

Dear Bob:

We have asked New York concerning your queries about use of draft stories in the college paper and about Smith using the Women's features.

If you write Phil Newsom about that radio style book, I'm afraid any answer will be delayed-- he's now in Korea. However, John J. Madigan has taken over as acting UP radio editor in New York and he probably can help you out.

I checked on purple ribbons and you are supposed to receive only that variety from here out.

If there's anything else we can do for you please write me.

I'm still impressed with your news set up. If the business staff gets as well organized, you ought to make a fantastic profit.

Regards,

Al

United Press Associations
INCORPORATED IN NEW YORK
GENERAL OFFICES
NEWS BUILDING NEW YORK CITY

January 22, 1951.

Mr. Robert O. Morgan
Program Director
Radio Station WAMF
Amherst College
Amherst, Mass.

Dear Mr. Morgan:

Please do indulge me this tardy reply to your various queries, but I have only today returned from a long business trip.

It is perfectly all right for the station to pass along those women's features to Smith and Mt. Holyoke. Further, we have no objection to the Amherst College weekly publishing draft stories from the wire, as long as the stories are carried WITHOUT UP credit.

Our accounting department will bill you weekly.

All of us are pleased that the service is working out to your satisfaction. I know that the Boston bureau will be glad to cooperate in any way it can.

We've noted your vacation schedules but it would be of a considerable help if you could advise us before each one the actual dates you want the service suspended.

Please do remember me to Phil.

Cordially,

John L. Sehon, Jr.

Dear Mr Wade:

Thanksvery much for your letter of the 5th. The printer was installed on schedule and has been working perfectly. Even with only three days of broadcasting we have had numerous comments on the improved quality of our newscasts. We find the summaries much better than the old newspaperwire we were using; it allows our newscasters much more freedom of selection and makes emergency news broadcasts much smoother and understandable.

We think filing the times of each client's broadcasts is a fine idea. At the present time, our schedule is as follows:

SUNDAY THRU FRIDAY - 7:30 AM (5 min), 8:30 AM (5 min), 3:00 PM (1 min), 4:00 PM (1 min), 5:00 PM (10 min), 6:00 PM (1 min), 7:00 PM (15 min), 8:00 PM (1 min), 9:00 (5 min), 10:00 PM (1 min), 11:00 PM (10 min), 1:00 AM (5 Min).

SATURDAY - 5:00 PM (5 min), 7:00 PM (5 min), 8:00 PM (sports only; irregularly scheduled), 10:00 PM (5 min), 1:10 AM (5 min).

In addition tothese regular newscasts, we use sports scores throughout Saturday as they come over. We run a 15 minute sports show Sunday thru Friday at 7:15 PM.

Our hours on the air are: SUNDAY - 4 PM to 12 MID; MONDAY THRU FRIDAY - 7 AM to 9 AM, 2:30 PM to 1 AM; SATURDAY - 4 PM to 1215 AM.

Thanks again for your fine cooperation. We have only one request: that you send at your convenience a U. P. representative to give us some help in establishing a working newsroom and utilizing the wire to its fullest.

Sincerely,

Robert O Morgan
Program director

7 January 1951

Mr Al Wade
Radio Editor
United Press Associations
United Press Building
Boston 8, Massachusetts

United Press Associations
INCORPORATED IN NEW YORK
GENERAL OFFICES
NEWS BUILDING NEW YORK CITY

January 30, 1951

Mr. Robert O. Morgan
Program Director
Radio Station WAMF
Walker Hall
Amherst, Massachusetts

Dear Mr. Morgan:

Thank you very much for your letter of January 29th, regarding the UP Radio Style Book. I will be more than happy to send to you, under separate cover, a copy of this book and I hope that it will prove useful to you and your news staff.

Please feel free to call upon us if you have any questions or problems. There is no charge for the book.

With all best wishes,

Sincerely,

John J. Madigan

John J. Madigan

JJM
sfh

Dear Mr. Madigan:

Since the beginning of April we've been noticing what appear to be changes in the UP radio wire schedule. In the mornings there are hourly station break headlines; some of the evening summaries are not clearing at their former times; and so on. If there have been any major changes in the former schedule (7551), would you send along a copy of them? We do hourly newscasts and the clearing times are very important to us.

One or two other not-so-pressing items. Al Wade some time ago mentioned the UP CAVALCADE program, and suggested we write for information about it. We'd be very interested in carrying the transcription when it comes out. (Or are we too late for this year?)

We're setting up a larger newsroom for next fall, and as part of it we want to institute a campus news staff. In January you said you'd be able to send us a copy of the Radio Style Book, but it never showed up. Is there any possibility we could get a copy this spring, even if only on loan, so we could set up the staff here on the basis of UP radio style?

Incidentally, we were interested to notice that UP's radio memberships increased by a number well over either of your two major competitors. We feel we're in pretty good company, and we think you have an organization to be proud of.

Sincerely,

Robert O Morgan
Program director

May 4, 1951

Mr. John J. Madigan
United Press Radio Editor
United Press Associations
News Building
New York, N Y

United Press Associations
INCORPORATED IN NEW YORK
GENERAL OFFICES
NEWS BUILDING NEW YORK CITY

May 22, 1951.

Mr. Jerry B. Wilkoff
Business Manager
Radio Station WAMF
Amherst, Mass.

Dear Mr. Wilkoff:

In accordance with your letter of May 21, we have discontinued service for the summer to WAMF as of May 21.

I am happy to advise you that as of May 21, the station has a credit balance of $10.72 on our books, which we shall apply to the bills when service is resumed. This came about because of vacation suspensions, when the bookkeeping department sent along checks covering days when the station did not receive the report.

It is gratifying to know that you and your associates found the service satisfactory. Please do let us know as soon as possible the date you wish to resume in September.

My kindest regards.

Cordially,
John L. Sehon, Jr.
John L. Sehon, Jr.

BUSINESS DEPARTMENT

The functions of the business department came in different catagories:

1) Financial policy -- keeping books, budgeting, co-ordinating spending and income, etc.

2) Solicitation of advertising

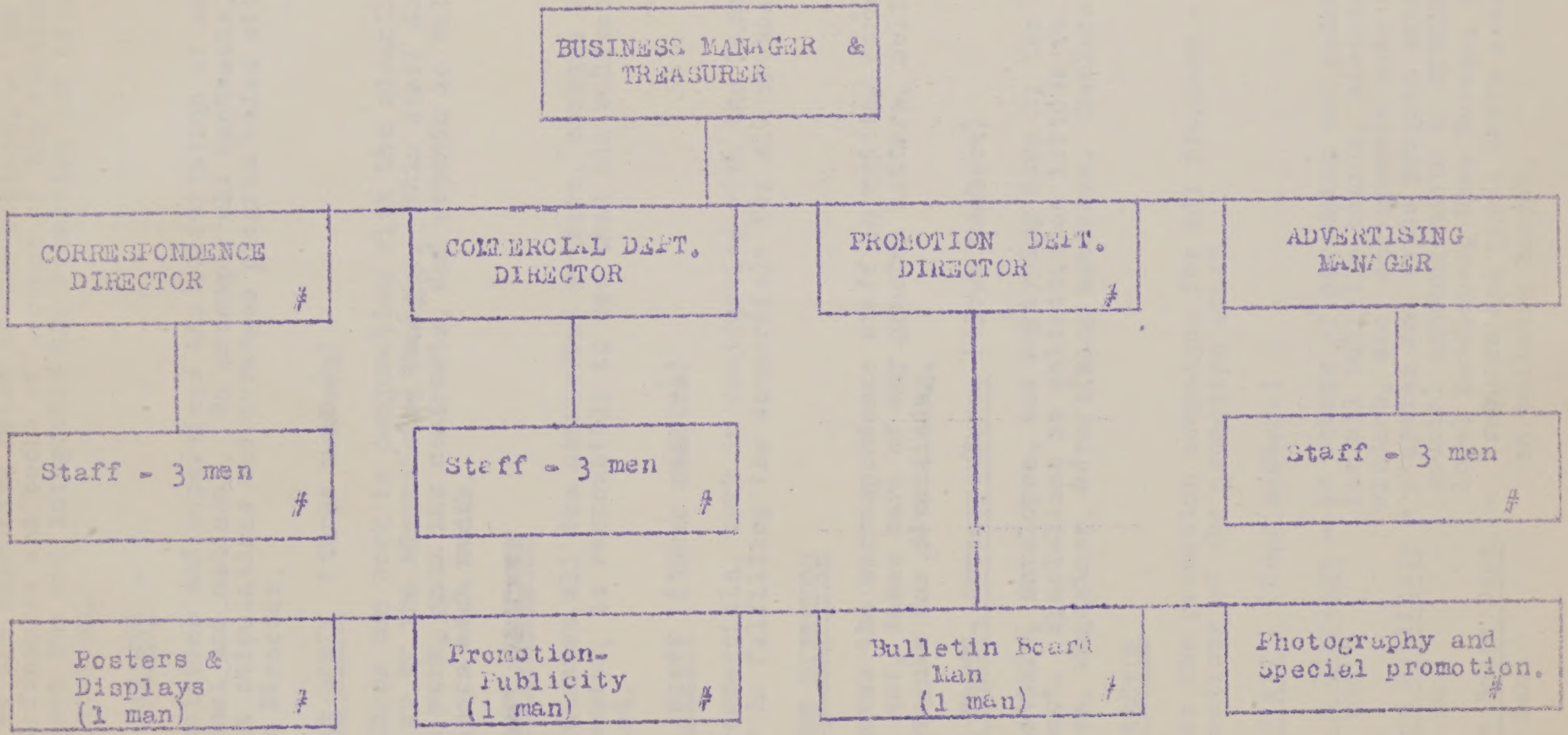
3) Servicing accounts

4) Purchasing materials

Following is material concerning that. The first is material for the general running of the station; it includes rate cards, forms used for business, etc. In this section are the financial reports, budgets, etc.

The advertising section includes material from local accounts, different attempts to get NATIONAL ADVERTISING, letters from adv. reps. asking us to accept advertising from them. (They never had a firm bid, and thus never moved any). Grant Advertising Agency did place some Government spots, and Newsweek Magazine ran a two year campaign. The correspondence of that campaign is enclosed as an example of the complexity of handling national accounts -- and also the methods WAMF employed to service the national account.

ORGANIZATION OF BUSINESS DEPARTMENT - WAMF


BUSINESS MANAGER & TREASURER
CORRESPONDENCE DIRECTOR #
COMMERCIAL DEPT. DIRECTOR
PROMOTION DEPT. DIRECTOR #
ADVERTISING MANAGER
Staff - 3 men #
Staff - 3 men #
Staff - 3 men #
Posters & Displays (1 man) #
Promotion-Publicity (1 man) #
Bulletin Board Man (1 man) #
Photography and special promotion. #

# indicates there are openings:

1 Correspondence head
3 Correspondence staff members
3 Commercial Staff members
1 Promotion Staff Dir.
4 Promotion Staff members

BUSINESS DEPT. ORGANIZATION WAMF

BUS. MGR. - TREASURER - E. Hopple

Member of the Executive Board of the station. - He is responsibl for the finances and books of account of the station. - He supervises the and integrates the Promotion and Advertising of the station.

ADVERTISING MANAGER -

He coordinates and supervises the solicitation of advertising both local and national. He arranges all contracts, makes all contract stipulations and arranges program sales with the program Director.

Advertising Staff (three members)

These three men work in conjunction with the advertising plans as set up by the Advertising Manager. This staff does the contact work, gets the contracts, and attends to billing the advertisers each month.

COMMERCIAL DEPT. MANAGER

He coordinates all the commercial writers, assigns work to each staff member, is responsible to see that all contracts are fulfilled.

Commercial Staff (three members)

Write commercials, work in conjunction with the Commercial Dept. Manager in fulfilling the commercials for all sponsored programs.

CORRESPONDENCE DIRECTOR

Coordinates the correspondence staff in writing form letters to be sent out, takes care of any general letters, solicitations, and perveyors for advertising.

Commercial Staff- Correspondence (three members)

Write letters, envelopes, and anytyping done by the Business department. Specializes in solicitation letters to large record companies, magazines, advertising agencies. Members must type.

PROMOTION DIRECTOR

Organizes the promotion campaigns for all programs - coordinates the operations of the promotion staff.

Promotion Staff - (four members)

Posters & Displays - in charge of arranging and painting displays
(1 man) for all bulletin boards, advertiser's windows, etc. Assignments made by Prom. Dir.

Promotion Publicity - prepares and sends program schedule and
(1 man) special announcements to STUDENT, TOUCHSTON local newspaper, News Bureau, etc.

Bulletin Board Dept. - Prepares and posts day's schedule daily
(1 man) on bulletin boards.

"The Voice of Music and Education"

W A M F

The Amherst College Broadcasting System
Walker Hall — Amherst College, Amherst, Mass.
Telephone: 1050 Ext. 239 or Amherst 1230

To:

Date ....

Make all checks payable to WAMF

THE AMHERST COLLEGE BROADCASTING SYSTEM

AMHERST COLLEGE
Amherst, Mass.
Tel. 1050

his agreement entered into this ______________ day of ____________ 19______, by and between WAMF, the Amherst llege Broadcasting System, and the undersigned hereinafter called the Advertiser, witnesseth that,

ibject to the terms and conditions printed on the reverse side hereof, the Amherst College Broadcasting System agrees to rnish broadcasting facilities over its station WAMF to

________________________________ for ________________________________
(Advertiser) (Product)

ame of Program ____

____
(Length of Broadcast) (Hour) (Days) (Times per week)

____
(Total No. of Times) (Commencement Date) (Expiration Date)

ROGRAM MATERIAL ARRANGEMENTS

mmercial Announcements:

ntinuity:

lditional:

ATES:	Station Charge	Talent	Other Charges (See above)
ch Broadcast:	$____________	$____________	$____________
r____Broadcasts:	$____________	$____________	$____________

tal

____________per broadcast

____________for contract

return for said service the Advertiser agrees that payments are to be made to the station as follows:______________

____

e first payment to be due____________________19______

tness our hands and seals the day and date first above written.

________________________________ ________________________________
(Representative of WAMF) (Advertiser)

Standard Conditions

GOVERNING CONTRACTS FOR BROADCASTING

1. PAYMENT

(a). The advertiser agrees to pay for broadcasting covered by this order, at the office of the broadcasting station or its authorized representatives, on or before the tenth day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this order.

(b). The station reserves the right to cancel the order at any time upon default by the advertiser in the payment of bills, or other breach, or in the event of any material violation on the part of the advertiser of any of the conditions herein named and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit, the station shall have the right to change the requirements as to terms of payment for further broadcasting under this order as it may see fit.

2. TERMINATION

(a). This agreement may be terminated by either party by giving the other two week's notice, unless otherwise stipulated on the face of this order. Any renewal of this contract shall be subject to the rates and terms in effect at the time of such renewal. If the advertiser terminates the agreement it will pay the station according to the station's published raes for the lesser number of periods, for all services previously rendered by the station. If the station terminates the agreement; either the advertiser and the station will agree on a satisfactory substitute day or time at the rates, in effect at the time this agreement was made, or, the advertiser will pay the station according to the rates specified herein, for all services previously by the station; that is, the advertiser shall have the benefit of the same time discounts which the advertiser would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

3. INABILITY TO BROADCAST

(a). Should the station, for any or all reasons, be unable to broadcast one of the advertiser's program at the time specified, the station shall not be liable to the advertiser for damages but will communicate with the advertiser as far in advance as possible. The advertiser will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the advertiser, a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

4. SUBSTITUTION OF PROGRAM OF PUBLIC IMPORTANCE

(a). The station shall have the right to cancel any broadcast covered by this order and substitute a program of such outstanding public importance that failure to broadcast same would work injury alike to tbe station and the advertiser. In such case, the station will notify the advertiser as far in advance as possible, and the advertiser and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the advertiser, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon.

5. RATES

(a). All rates are as published by the station.
(b). If the rates of this station are raised during the time this c
shall be in effect no change shall be imposed on this contract.
rates are lowered during the time this contract shall be in eff
Advertiser shall be given notice thereof, and a suitable new c
can be made to take effect at the same time as the new rates."

(c). A program or series of programs to originate away fr
WAMF studios will be charged in like accordance with the ad
equipment necessary for making this broadcast.

6. PROGRAMS

(a). The order for station time includes the services of the te
staff and of a regular staff announcer. Other talent and servi
covered by the program charge in this order which is subject to
by the advertiser with the consent of the station.

(b) Except as otherwise hereinafter expressly provided, the adv
will save the station harmless against all liability for libel, s
illegal competition or trade practice, infringement of trade
trade names or program titles, violation of rights of privacy a
fringement of copyrights and proprietory rights, resulting fr
broadcasting of the programs herein provided for in the form fu
or approved by the advertiser. The station agrees, to save the adv
harmles against all liability where the programs are prepared ar
duced both as to artists and program content by the station ex
only such liability as may result from the broadcasting of the com
credits and other material as furnished or approved by the advert

(c). Programs prepared by the advertiser are subject to the ap
of the station management both as to artists and to program con

7. GENERAL

(a). This order is subject to the terms of licenses held by the
hereto and is also subject to all Federal, State and Municipal la
regulations now in force, or which may be enacted in the futur

(b). The rights under this order shall not be transferable to a
advertiser than the one specified in this order unless the consent
station has been obtained.

(c). In dealing with agencies, the station shall follow a uniform
to avoid discrimination.

(d). The agency agrees that it will not rebate to its client any
the commission allowed by the station.

(c). The failure of the station or of the advertiser or agency to
any of the provisions herein listed with respect to a breach the
any one instance shall not be construed as a general relinquishm
waiver under this agreement and the same shall neverthelss
remain in full force and effect.

(f). Any broadcasting furnished before written acceptance her
hereafter provided, shall not be construed as an approval or acce
of this contract.

(g). It is further understood and agreed that the foregoing
form embodies all understandings and agreements between the
hereto, and that no representations by anyone, salesman or oth
verbal or written, in any way modifies, adds to or alters the ter
conditions of this agreement.

Postage
Will be Paid
by
Addressee

No Postage
Stamp Necessary
if Mailed in the
United States

BUSINESS REPLY ENVELOPE

First Class Permit No. 48, Sec. 510 P.L.&R., Amherst, Mass.

THE PIONEER BROADCASTING SYSTEM
WALKER HALL, AMHERST COLLEGE
AMHERST, MASSACHUSETTS

WAMF

AMHERST COLLEGE BROADCASTING SYSTEM

National Rate Card Number 1. **1 May, 1948**

NATIONAL RATES

Length of program or anouncement

Frequency	60 Min.	30 Min.	15 Min.	5 Min.	1 Min.
1 period	25.00	15.00	10.00	5.00	2.50
5 periods	22.50	13.50	9.00	4.50	2.50
16 periods	20.00	12.00	8.00	4.00	2.50
48 periods	17.50	10.50	7.00	3.50	2.50
80 periods	15.00	9.00	6.00	3.00	1.50

Frequency discounts are computed on the following basis when contracted:

5 periods	daily one week	10%
16 periods	once a week for one term	20%
48 periods	three times a week for a term	30%
80 periods	daily for one term	40%

WAMF
AMHERST COLLEGE
Amherst, Mass.

REQUISITION FORM

No. ____________

WAMF Business Department
Amherst College
Amherst, Mass.

NAME OF PURCHASER: ____________

Department: ____________

Date of Purchase: ____________

TOTAL AMOUNT: $ ____________

DATE of REQUISITION: ____________

PLACE OF PURCHASE: ____________

DESCRIPTION:

QUANTITY	ITEM	AMOUNT

REMARKS:

O.K.ed By: ____________

Fill Out both Top and Bottom. When Top is O.K.ed, you are free to purchase.

(This section will be retained by Business Manager as his record.)

REQUISITION NUMBER: ____________

DATE REQUESTED: ____________

DEPARTMENT: ____________

DATE O.K.ed ____________

PERSON ____________

AMOUNT: ____________

DESCRIPTION, REMARKS, ETC. (to be filled by Bus. Mgr.)

WAMF

THE AMHERST COLLEGE BROADCASTING
SYSTEM

Walker Hall
Amherst, Mass.

Telephone: 1050 - Ext. 239
Amherst 1230

DATEE ______________

Advertiser:

Your advertising on WAMF for the week ending with the above date was as follows:

	Day	Spot	(Show)
( )	SATURDAY	( )	( )
( )	SUNDAY	( )	( )
( )	MONDAY	( )	( )
( )	TUESDAY	( )	( )
( )	WEDNESDAY	( )	( )
( )	THURSDAY	( )	( )
( )	FRIDAY	( )	( )

Attached is the copy that was read - each copy sheet is dated. Thank you for your kind cooperation. If there are any conflicts, please don't hesitate to inquire by calling the station advertising department, Amherst 1050 Extension 239, or Amherst 1230.

Advertisers are welcome to visit the studios at all times.

Sincerely yours,

WAMF
Amherst College
Amherst, Masss

Contract ______________

Sent by: ______________

RATE CARD

Local
Advertisers

November, '49

WAMF

The
Amherst College Broadcasting System
Campus Coverage

	1 period	5 periods	16 periods	48 periods	80 periods
.	$10.00	$9.00	$8.00	$7.00	$6.00
.	6.00	5.40	4.80	4.20	3.60
.	4.00	3.60	3.20	2.80	2.40
n.	2.00	1.80	1.60	1.40	1.20
n.	1.00	1.00	1.00	1.00	1.00

The above rates are time charges only, including WAMF studio facilities and engineers, staff announcers, and copy service. Special lines, programs, and talent charges are extra, where needed. For special details see station representative

- - - - - - - -

5 periods - once a day for a week
16 periods - once a week for a term
48 periods - three times a week for a term
80 periods - five times a week for a term

- - - - - - - -

Discounts are calculated on the following basis:

5 periods - 10% off
16 periods - 20% off
48 periods - 30% off
80 periods - 40% off

W A M F

Walker Hall
Amherst, Mass.
Tel. 1050 Ext. 239

RATE CARD

National
Advertising

November, 1949

WAMF

The
Amherst College Broadcasting System

Campus Coverage

	1 period	5 periods	16 periods	48 periods	80 periods
1 hr.	$25.00	$22.50	$20.00	$17.50	$15.00
½ hr.	15.00	13.50	12.00	10.50	9.00
¼ hr.	10.00	9.00	8.00	7.00	6.00
5 min.	5.00	4.50	4.00	3.50	3.00
1 min.	2.50	2.50	2.50	2.50	1.50

The above rates are time charges only, including WAMF studio facilities and engineers, staff announcers, and any copy service. Special lines, program arrangements, and talent charges are extra, where needed. For details see your station representative.

- - - - - - -

5 periods - once a day for a week
16 periods - once a week for a term
48 periods - 3 times a week for a term
80 periods - 5 times a week for a term

- - - - - - -

Discounts are calculated on the following basis:

5 periods - 10%
16 periods - 20%
48 periods - 30%
80 periods - 40%

WAMF

Walker Hall
Amherst, Mass.
Tel. 1050 - Ext. 239

WRTC
RADIO TRINITY
TRINITY COLLEGE
HARTFORD 6, CONNECTICUT

HONE 6-5507

COOK B

March 24, 1950

Advertising Manager
Station WAMU
Amherst College
Amherst, Conn.

Dear Sir:

Mr. John M. Cooper stopped in to see us on his way up to WAMU to complete final arrangements about your installation of a teletype. We would like to have one put in next year, if we can get enough advertising to cover the cost. However, our competing with the five commercial stations in Hartford makes it hard to get enough advertising to cover the cost of station operation for the year.

I'd be deeply grateful if you were to tell me how you managed to finance your teletype, whether you got it through local advertising, national advertising, or school subsidy.

I'd also be curious to hear your oppinion of the Vandeven-Henry Co. Seeing as they have used your name in their letters, we'd like to hear what you have to say about it.

Congratulations on the formation of the Pioneer Network. Lots of luck with it.

Yours sincerely,
David W. Lee
Advertising Manager

April 15, 1950

David Lee
Advertising Manager
Station WRTC
Trinity College
Hartford 6, Connecticut

Dear Dave,

I was very glad to hear from you and will be glad to pass along what I can about our teletype. Needless to say the news service has proved very useful to us. Two local merchants have gone together and sponsor the show. We charge them only for the expense of the machine, and therefore derive no profit from the arrangement. Located in a small town we have no competition from other radio stations. The only possible competition would be the other college radio stations in the area, but as you probably know, they are hocked up with us in the Pioneer Broadcasting System.

What I might suggest as a possible means of paying for the machine is the soliciting of Hartford merchants to take one days news service or each man would take one of the many news broadcasts you would probably give each day.

As yet we have not heard from the Vandeven-Henry Co. about any advertising. They sent us a blank to fill out and that is the most we know about them. In fact I am glad that you let us know that they are using our name.

A lot of luck with your news service, and don't hesitate to write us for any information.

Sincerely yours,

Jerry Wilkoff
Advertising Manager

W A M F

THE AMHERST COLLEGE BROADCASTING
SYSTEM

Walker Hall
Amherst, Mass.

Telephone: 1050 - Ext. 239
Amherst 1230

DATE ____________

Advertiser:

Your advertising on WAMF for the week ending with the above date was as follows:

Day		Spot	(Show)
( )	SATURDAY	( )	( )
( )	SUNDAY	( )	( )
( )	MONDAY	( )	( )
( )	TUESDAY	( )	( )
( )	WEDNESDAY	( )	( )
( )	THURSDAY	( )	( )
( )	FRIDAY	( )	( )

Attached is the copy that was read - each copy sheet is dated. Thank you for your kind cooperation. If there are any conflicts, please don't hesitate to inquire by calling the station advertising department, Amherst 1050 Extension 239, or Amherst 1230.

Advertisers are welcome to visit the studios at all times.

Sincerely yours,

WAMF
Amherst College
Amherst, Masss

Contract ____________

Sent by: ____________

This year, the management of the Radio Station was faced with a difficult situation. An organization (or disorganization) had been handed the new board which was young, but lethargic, in character, chaotic in structure. The Trustee's Loan had all been used up by September, 1948....one full year before the past Executive Board took office. Operating costs were piling up, and the station had nothing even faintly resembling Campus Coverage. The possibilities of paying off the Trustee's Loan were slight, unless one looked ahead many years.

The decision to give the College a Radio Station of which it can be proud was a sound and important one. We have at present an organization which through its appeal to prospective advertisers (which appeal would have been strangely lacking in an apathetic organization operating in a dingy plant) will receive money enough to pay back the Trustee's Loan in less time than the origonal organization described above.

The Station asks for Student Tax this year for the following reasons: 1.To help defray the cost of operating expenses for the coming year and (2) To complete the construction of the much-talked-of Studio C. Our Advertising Revenue will go toward the paying of debts, and it will bear part of the operating expense, too.

Following the Completion of Studio C, the big capital expenditure will have been made: The station will be on the air, will be well received by townspeople and town advertisers. It is today a strengthener of inter-college relations. The plant, with the addition of Studio C will be a sound one: It will last

indefinitely in its present state. We feel that an acceptance of WAMF's budget for this year will be a wise decision.

Production Department:

Operating expenses for the production department include such things as augmenting the new record collection on a 12 month basis; filing equipment for new records; record envelopes; literature about new releases (Billboard, Down Beat, etc.); sound effects; printing of record logs and artist file cards; brushes and drying agents for care of records; equipment for drama shows; royalty rights on productions; script paper; manilla folders and general office equipment for production department; commercial paper; etc.

The piano, for a radio station, must either be good of it is not worth having - thus we would use this for a fund to buy a good piano unless we were fortunate enough to find one for that price, in which case we will check with the Council before purchase.

Sports:

The costs of telephone lines to broadcast play-byplay accounts of the sporting events. The "longs" refer to New Haven, Tufts, etc. which amount to approximately $50 apiece. The "shorts" are Trinity, Wesleyan, Williams, etc. which are between $35 and $40 per broadcast. We can use combinations to equal the average of $100 for each sport for the whole year.

Studio "C": (Capital expenditure)

This total will put Studio "C" in professional condition; i.e., it will be acoustically perfect and technically perfect which will enable us to deliver a finer brpadcast and also enable those who are going into professional radio to have experience with equipment comparable to that is commercial radio stations. This will be maintained by a professional technician so as to protect the equipment. The two (2) turntables will go in this studio - high quality, home built. The one microphone of high quality will be necessary for this studio, and will add much to the effect of the present studio equipment.

Technical Maintenance

Half the money will go toward maintenance of Studio "C" by a professional technician which will insure protection of valuable equipment. Maintenance of the already existing equipment will be carried on as usual, the money being used for tools, new parts, tubes, cartridges for turntables, and other technical expenditures.

Advertising Revenue:

All advertising revenue will be used to pay existing debts incurred for capital equipment; for operating expenses in the business, promotion, and pub. relations departments; the remainder to go as payment toward the trustee loan.

PROPOSED STUDENT TAX BUDGET: WAMF -- Amherst College Radio Station
Walker Hall, Amherst, Mass.

School Year '50-'51

Production Department:		
Operating Expenses	$500.00	
Piano	350.00	$850.00
Sports Department:		
Baseball (1 long, 2 short)	100.00	
Basketball " "	100.00	
Football " "	100.00	300.00
Studio "C"		
Console	595.00	
2 turntables	200.00	
1 microphone	100.00	895.00
Technical Maintenance:		
Studio "C"	150.00	
Old Equipment	150.00	300.00
		$2345.00

ADVERTISING RECEIPTS:

Advertising receipts will be used for paying existing debts incurred for capital equipment; for operating expenses in the business, promotion, and public relations departments; the remainder to go as payment toward the debt to the trustees.

90
00
00

1.10
1035
550
330
1100
113850

$2345
1050
1295

1.00

REPORT TO STUDENT COUNCIL
ON FINANCIAL
STATUS
of
WAMF

December 14, 1950

This is the report which the STUDENT COUNCIL considered gross mismanagement, and suspended E. Hopple. It was badly misinterpreted by Council -- due to some personal feelings of members toward the station --. The result of it was, however, the money was given to better the station and consolidate its position on the campus. The newspaper articles enclosed in the envelope in the back of this book refer to this statement, as presented 14 December 1950.

PROJECTED FINANCIAL STATUS

W A M F

as of February, '51

EBTS AS OF FEBRUARY, 1951:

Current and Due Liabilities: $2619.83 (See Schedules ONE and subsidiary Schedules A; B; C)

Method of meeting debt. -- proposed Student Tax of $2.55 per student for Feb.-June 1951. (Total 1030 students @ $2.55) - $2626.50

Long Term Liabilities: $3000.00 -- Trustee Loan

Note: There are no subsidiary schedules explaining expenditure of this sum since its only representation in the present station is in the cost of building a couple of partitions. The greater part was spent for equipment no longer in use, usable, or saleable.

Method of meeting debt. -- Starting in Sept. 1951 an amortization over a number of years through a small council appropriation each semester.

For example: $ .25 per semester per student for 6 years, that money to be immediately applied to debt by the Comptroller.

ERATING BUDGET FOR FEBRUARY-JUNE 1951: (See Schedule Two)

Budgeted Expenses	$1769.00
Less: Expected Advertising	750.00
NECESSARY STUDENT TAX	$1019.00

(or: 1030 students at $1.00 per student) $1030.00

MARY: Therefore, the Radio Station is requesting a tax of $2.55 plus $1.00, totalling $3.55 for semester Feb.-June 1951. (Council had originally appropriated $ .75 per student and therefore this means an addition of $2.80 per student)

Schedule ONE

	1949 Sept.-Jan.	1950 Feb.-June	1950 Sept.-now	1950 now-Feb.
TOTAL PAID	$2184.98	$2319.27	$1122.74	$ 695.00
OUTSTANDING BILLS	-------	1736.29	388.54	-------
TOTAL COST:	2184.98	4055.56	1511.28	695.00
TOTAL COSTS:	2184.98	4055.56	1511.28	695.00
TOTAL RECEIPTS:	2009.25	2238.55	1375.21	200.00
TOTAL DEFICIT	171.73	1817.01	136.09	495.00

TOTAL OUTSTANDING BILLS: (II)	1736.29 388.54 $2124.83	$2124.83
TOTAL EXPECTED DEFICIT TO FEB.		495.00 $2619.83
TOTAL CURRENT AND DUE LIABILITIES AS OF FEB., 1951		$2619.83

TOTAL DEFICITS;	
1949	$171.73
(Feb.-June)1950	1817.01
Sept- now 1950	136.09
	$2124.83 equals "Bills Outstanding" (II)

* * * * *

BILLS OUTSTANDING:

Amherst College	$133.05
I. B. S.	25.00
A. King	220.27
Spfld. Radio	324.84
Mutual Plumbing	167.12
Elder Jones	454.55
Personal	800.00
	$ 2124.83

BREAKDOWN OF INCOME OF WAMF: Schedule ONE - (A)

	1949 Sept.-Jan	1950 Feb.-June	1950 Sept.-now	1950 now-Jan.
Brought Forward	$ 541.97			
STUDENT TAX				
10/13/49	700.00			
12/ 1/49	501.50			
2/10/50		500.00		
2/11/50		300.00		
3/21/50		200.00		
5/ 1/50		167.00		
10/20/50			791.25	
SALES & REFUNDS	61.48	84.87	5.76	
LOCAL ADVERTISING	204.30	780.28	438.20	
Outstanding			140.00	
Expected				200.00
NATIONAL ADVERTISING		206.40		
TOTALS RECEIPTS	$2009.25	$2238.55	$1375.21	$ 200.00

BREAKDOWN OF EXPENSES PAID BY WAMF Schedule ONE (B)

		1949 * Sept.-Jan	1950 Feb.-June	1950 Sept. - to date
1.	P. B. S.	------	$ 50.00	-------
2.	Consultant Service (tech) (Building)	$ 184.50	 75.00	
3.	Periodicals & Dues	5.00	42.30	7.00
4.	Telephone Service & Telegrams (including summer retaining)	30.82	190.49	28.65
5.	News Service	-----	166.48	268.30
6.	Telephone Remote	500.04	120.79	111.06 **
7.	Music Department	30.50	198.30	163.50
8.	Promotion	9.86	73.20	1.00
9.	Program Dept.	21.30	70.67	30.83
10.	Misc. Op. Ex.	22.90	37.27	13.16
11.	Replacement or New Equipment From 1/19/50	998.00 189.19	570.92	500.00
12.	Office Equipment	8.50	57.47	34.29
13.	Furniture & Fixtures, Building Equipment	52.19	241.35	------
14.	Rep. & Main. Tech	-----	-----	25.76
15.	" " " Of. Eq.	48.30	-----	------
16.	" " " Building	-----	103.48	------
17.	Office Expenditures	33.88	234.55	26.25
18.	Western Union	-----	12.00	24.00
19.	F. B. M.	50.00	75.00	-----
20.	Sports Br. Rights	-----	-----	-----
	TOTALS	$2184.98	$2319.27	$1122.74

* Includes some expenditures in Spring of 1949

** $111.06 not included in total, because was credited to our account by N.E.T. & T. as refundable Fed. Tax.

BREAKDOWN OF BILLS OUTSTANDING - WAMF Schedule ONE (C)

		1950	1950	1950
		Feb.-June	Sept.- now	now-Feb.*
1.	P. B. S.	-------	-------	-------
2.	Consultant (Tech)	-------	$168.31	-------
3.	Periodicals & Dues	-------	25.00	-------
4.	Telephone Service	-------	18.87	50.00
5.	News Service	-------	-------	110.00
6.	Telephone Remote	-------	-------	75.00
7.	Music Dept.	$400.00	-------	50.00
8.	Promotion Dept.	-------	-------	74.00
9.	Program Dept.	-------	-------	4.00
10.	Misc. Op. Expenses	-------	-------	12.00
11.	New Tech. Equipment or Replacement	324.84	51.96	50.00
12.	Office Equipment	80.00	-------	-------
13.	Building Equipment	751.45	72.40	25.00
14.	Rep. & Main. (Tech)	-------	-------	75.00
15.	" " " (Of. Eq.)	-------	-------	-------
16.	" " " (Building)	-------	-------	20.00
17.	Office Expenditures	180.00	52.00	65.00
18.	Western Union	-------	-------	-------
19.	F. B. M.	-------	-------	40.00
20.	Sports Br. Rights	-------	-------	45.00
	TOTALS	$1736.29	$388.54	695.00 -200.00 Ex. adv. $495.00
		$2124.83		

Total Deficit - Feb., '51 ----- $2619.83

* based on proposed budget and Dept. heads' estimates

4) 70

17.5 2

.25

875

340

4.285

4

212

5

Q 9 B Boffee

Schedule Two

Proposed Budget for operation of WAMF

-ONE YEAR BASIS -

	Expenditures:	1st TERM	2nd TERM	TOTAL
1.	I. B. S.			
2.	Consultant Service ✓	50.00	50.00	100.00
3.	Periodicals and Dues Billboard	25.00 10	25.00 10	50.00
4.	Telephone Service	120.00	120.00	240.00
5.	News Service	4 420.00 185.00	X 5 420.00	840.00
6.	Remote Telephone (loops)	40.00	40.00	80.00
	Sports	160.00	160.00	160.00
7.	Music 150	260.00	260 95 260.00	520.00
8.	Promotion Posters	60.00	5 60.00	120.00
9.	Program Dept.	35.00 50	35.00 50	70.00
10.	Misc. Op. Ex.	25.00	25.00	50.00
11.	Replacement of Depreciated Equip. (tech)	100.00	100.00	200.00
12.	~~Office Equipment Replacement~~	75.00	75.00	150.00
13.	Furniture & Fixtures	50.00	50.00	100.00
14.	Repair & Maintenance Tech.	100.00	100.00	200.00
15.	" " " Off. Equip.	15.00 2	15.00 2	30.00
16.	" " " Building	25.00	25.00	50.00
17.	Office Expenditures	100.00	100.00	200.00
18.	W. Union	24.00	24.00	48.00
19.	F. B. M.	40.00	40.00	80.00
20.	Sports Broadcast Rights	45.00	45.00	90.00
	TOTALS	$1769.00	$1769.00	$3538.00

1.10 200 50 994

* * * * * * * * * * * *

	Receipts			
1.	Advertising @ $50/wk.	$ 750.00	$ 750.00	$1500.00
2.	Student Tax*	1030.00	1030.00	2060.00
	TOTALS	$1780.00	$1780.00	$3560.00
				3538.00
			Operating Margin	$ 22.00

* This term - $1 per person

AMHERST COLLEGE BROADCASTING ASSOCIATION

emester Statement of Operations for Student Council

	Actual	Proposed Semester
ASH BALANCE - January 30, 1951	89.19	
ECEIPTS		
Local Advertising	257.75	375.00
Outstanding	100.00	
Student Council	2248.14	
	$2695.08	
XPENSES		
Program		
Music	68.28	100.00
News	350.00	375.00
Remote Lines (See P.B.S.)	------	275.00
Promotion	6.85	15.00
Misc.	19.55	20.00
Office		
Paper & Supplies	98.52	100.00
Telephone & Telegraph	147.41	175.00
Stamps & Mailing	3.00	5.00
Misc.	18.20	20.00
Technical		
Western Union Clocks	99.00	99.00
Replacement	243.09	350.00
New Equipment	2.51	------
Misc.	229.56	125.00
General Expenditures		
P. B. S. (Sports)	550.00	50.00
Improvements	489.24	------
Misc.	307.42	65.00
Bank Charges	4.66	6.00
	2637.26	1780.00

OTAL PROPOSED EXPENSES '51-'52 on SEMESTER BASIS	1780.00
OTAL EXPECTED ADVERTISING on SEMESTER BASIS	375.00
OTAL PROPOSED STUDENT TAX on SEMESTER BASIS	1405.00

IE JEFFERY AMHERST

BOOKSHOP, Inc.

AMHERST, MASSACHUSETTS

January 31, 1950

ADVERTISING SECTION

Mr. Edwards R. Hopple
WAMF
Amherst College
Amherst, Mass.

Dear Hopple:

We have your letter of the 28th, and are quite agreeable to the arrangement which you outline.

Perhaps I knew about it before and forgot, or possibly I did not understand it, but in any event, that arrangement is quite all right. We will continue to send you a statement each month, so that you will be able to check our accounts and see where we stand.

Very truly yours,

Paul C. French

THE JEFFERY AMHERST

BOOKSHOP, Inc.

AMHERST, MASSACHUSETTS

January 31, 1950

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Very truly yours,

Paul French

Paul C. French

WAMF
AMHERST COLLEGE
Amherst, Massachusetts

February 11, 1950

Mr. Steven Damerst
Wellworth Pharmacy
23 North Pleasant
Amherst, Mass.

Dear Sir:

After talking to you yesterday I took the liberty of making out contracts for your programs. In this way you will be able to get a better idwa of how the Sports program and the Spot announcements will work together. Now that you can be heard every day of the week, I feel confident that what you wish to have advertised will find favorable results amoung the student body as well as those outside the college community who will be able to hear our station.

In looking the field over I decided that Thursday will be a better day for your Sports program as Wednesday is the most popular date night during the week. If it meets with your approval the Program Director will schedule your show on Thursday instead of Wednesday.

I enjoyed talking with you yesterday and would appreciate it if both you and your son would stop up and see our pride, the radio station. I shall stop in and say hello in the next week, but if there is anything I can do before that time please let me know. I would only be too glad to do anything I could.

Sincerely yours,

Jerold B. Wilkoff
Advertising Manager

UNIVERSAL
ELECTRIC
RANGES

GLENWOOD
RANGES

FRIGIDAIRE
ELECTRIC
REFRIGERATORS

GRIGGS, INC.
Home Furnishers
124 AMITY STREET
AMHERST, MASS.
TEL. 16

CONANT-
BALL CO.
COLONIAL
FURNITURE

"THE
BERKSHIRE LINE"
LIVING ROOM
FURNITURE

RUGS
and
CARPETS

"UNIVERSAL"
WASHERS

WHITNEY
BABY
CARRIAGES

SIMMONS BEDS
and
BEAUTYREST
MATTRESSES

ARMSTRONG'S
LINOLEUM

May 15, 1950

Amherst Radio Station
Amherst College
Amherst, Mass.

Gentlemen:

We have your statement for $19.20, and are enclosing our check for $9.60, representing payment in full, since this is all we agreed to take.

Yours very truly

N. W. Brown,

N. W. Brown, Manager

1

May 15, 1950

Griggs, Inc.
Amherst, Mass.

Att: Mr. N. W. Brown

Dear Sir:

We received your letter concerning your broadcasting with us. We are sorry that misunderstandings occured. The advertising manager contacted you and he said the understanding was that you would call when you wanted to cancel the program etc. We know how possible it is to have messages misconstrued, so if you did call that is probably the case.

We regret that the mistake was made and we do consider ourselves at fault in such cases, so your account has been settled as of today.

With furniture sales coming up now and early in the fall, we would very much appreciate a chance to see what we can do for you in the way of advertising. Hour tests, themes, etc. have kept me so busy that I have been unable to contact you personally. I will be around in the near future to discuss possibilities of advertising and any other questions that you might have on the radio station.

The station would enjoy having you visit our studios in Walker Hall if you have time, so that you may see our set-up and understand more how we operate.

Please forgive our misunderstanding and allow us to make good the mistake. I am looking forward to talking with you in the near future.

Sincerely yours,

Edwards R. Hopple
Bus. Mgr.

ERH/weh

October 23, 1950

Mr. Winborne
Coca-Cola Bottling Company
Northampton, Massachusetts

Dear Mr. Winborne:

Inclosed is the contract for the news service which covers the University of Massachusetts and the Smith College campus as well as that of Amherst College. You will be responsible fdr payment of only actual broadcasts. there will be no charge for college vacations and failure on our part to broadcast your programs at the proper times.

We began using your name over the air on Wednesday October 4, and therefore will charge you for ohly part of that week. As previously discussed the charge will be 11.00 a week. At the same time we will promote your sponsorship through posters and other means of promotion. If you have any special ideas for your program we are glad to comply with your desires.

Feel free to come in at any time and your friends will always be welcome. We shall do our best to increase the number of "Coke" machines on campus.

Sincerely yours,

Jerry Wilkoff
Advertsing Manager

twenty-fifth October, 50

Bolles Shoe Store shoes and other related items

Popular Dinner Music by Millard

fifteen (15) min. 6:30-6:45 p.m. Mon. thru Fri. five (5)

October 2, 1950 last week of May, 1951

Sponsor has choice as to type of material to be used.

Commercial department writes the copy, or the sponsor may supply his own if he so desires.

Posters and other means of publicity will be used to promote the program.

	2.00	no charge	no charge
5	10.00	no charge	no charge

2.00

monthly

November 10, 50

CONTRACTS ALREADY SENT

Coca-Cola Bottling Company of Northampton

$11.00 per week for INS news service twice daily (Mon. thru Fri.)
expires at commencement time 1951

Cliff Winn of Amherst

$11.00 per week for INS news service twice daily (Mon. thru Fri.
expires commencement time 1951

DRINK Coca-Cola

THE COCA-COLA BOTTLING COMPANY
OF NORTHAMPTON
NORTHAMPTON, MASSACHUSETTS

December 18, 1950

Mr. Jerry Wilkoff, Ad. Mgr.
W A M F
Amherst College
Amherst, Mass.

Dear Mr. Wilkoff

This will confirm our recent telephone conversation wherein we requested that our news service advertising be terminated as of January 1, 1951. We are sorry to have to do this at this time but find it advisable.

We are returning the unsigned contract to you.

Very truly yours,

COCA-COLA BOTTLING COMPANY
OF NORTHAMPTON

Kenneth A. Zemla
Kenneth A. Zemla
Bookkeeper

KAZ:J
Enc. (1)

"DELICIOUS AND REFRESHING"

WAMF

THE AMHERST COLLEGE BROADCASTING SYSTEM

AMHERST COLLEGE
Amherst, Mass.
Tel. 1050

This agreement entered into this second day of October 1950, by and between WAMF, the Amherst College Broadcasting System, and the undersigned hereinafter called the Advertiser, witnesseth that,

Subject to the terms and conditions printed on the reverse side hereof, the Amherst College Broadcasting System agrees to urnish broadcasting facilities over its station WAMF to

Coca-Cola Bottling Co. of Northampton (Advertiser) for Coca-Cola (Product)

Name of Program INS News

Standard (10-15min.) (Length of Broadcast) 9:30p.m. 10:45p.m. (Hour) Daily (Days) 5 days (Times per week)

(Total No. of Times) October 4, 1950 (Commencement Date) Through last week of May, 1950 (Expiration Date)

PROGRAM MATERIAL ARRANGEMENTS

Commercial Announcements:
Standard opening and closing and additional as wanted and furnished by sponsor. Includes Smith College and the University of Massachusetts,

Continuity:
News wire supplied by station

Additional:
Campus publicity, published program schedules, any additional promotion furnished by sponsor.

RATES:	Station Charge	Talent	Other Charges (See above)
Each Broadcast:	$ $1.10	$ none	$ no charge
For all Broadcasts:	$ $1.10	$	$

Total

$ 1.10 per broadcast approx. $.35 per station

$ for contract

In return for said service the Advertiser agrees that payments are to be made to the station as follows: paid monthly

The first payment to be due November 10, 1950

Witness our hands and seals the day and date first above written.

Jerold B. Withoff
(Representative of WAMF)

(Advertiser)

Standard Conditions

GOVERNING CONTRACTS FOR BROADCASTING

1. PAYMENT

(a). The advertiser agrees to pay for broadcasting covered by this order, at the office of the broadcasting station or its authorized representatives, on or before the tenth day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this order.

(b). The station reserves the right to cancel the order at any time upon default by the advertiser in the payment of bills, or other breach, or in the event of any material violation on the part of the advertiser of any of the conditions herein named and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit, the station shall have the right to change the requirements as to terms of payment for further broadcasting under this order as it may see fit.

2. TERMINATION

(a). This agreement may be terminated by either party by giving the other two week's notice, unless otherwise stipulated on the face of this order. Any renewal of this contract shall be subject to the rates and terms in effect at the time of such renewal. If the advertiser terminates the agreement it will pay the station according to the station's published raes for the lesser number of periods, for all services previously rendered by the station. If the station terminates the agreement; either the advertiser and the station will agree on a satisfactory substitute day or time at the rates, in effect at the time this agreement was made, or, the advertiser will pay the station according to the rates specified herein, for all services previously by the station; that is, the advertiser shall have the benefit of the same time discounts which the advertiser would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

3. INABILITY TO BROADCAST

(a). Should the station, for any or all reasons, be unable to broadcast one of the advertiser's program at the time specified, the station shall not be liable to the advertiser for damages but will communicate with the advertiser as far in advance as possible. The advertiser will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the advertiser, a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

4. SUBSTITUTION OF PROGRAM OF PUBLIC IMPORTANCE

(a). The station shall have the right to cancel any broadcast covered by this order and substitute a program of such outstanding public importance that failure to broadcast same would work injury alike to the station and the advertiser. In such case, the station will notify the advertiser as far in advance as possible, and the advertiser and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the advertiser, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon.

5. RATES

(a). All rates are as published by the station.
(b). If the rates of this station are raised during the time this con
shall be in effect no change shall be imposed on this contract. I
rates are lowered during the time this contract shall be in effec
Advertiser shall be given notice thereof, and a suitable new con
can be made to take effect at the same time as the new rates."

(c). A program or series of programs to originate away fron
WAMF studios will be charged in like accordance with the addit
equipment necessary for making this broadcast.

6. PROGRAMS

(a). The order for station time includes the services of the tech
staff and of a regular staff announcer. Other talent and service
covered by the program charge in this order which is subject to ch
by the advertiser with the consent of the station.

(b) Except as otherwise hereinafter expressly provided, the adve
will save the station harmless against all liability for libel, sla
illegal competition or trade practice, infringement of trade m
trade names or program titles, violation of rights of privacy an
fringement of copyrights and proprietory rights, resulting fron
broadcasting of the programs herein provided for in the form furn
or approved by the advertiser. The station agrees, to save the adve
harmles against all liability where the programs are prepared and
duced both as to artists and program content by the station exce
only such liability as may result from the broadcasting of the comm
credits and other material as furnished or approved by the adverti

(c). Programs prepared by the advertiser are subject to the app
of the station management both as to artists and to program cont

7. GENERAL

(a). This order is subject to the terms of licenses held by the p
hereto and is also subject to all Federal, State and Municipal law
regulations now in force, or which may be enacted in the future.

(b). The rights under this order shall not be transferable to an
advertiser than the one specified in this order unless the consent
station has been obtained.

(c). In dealing with agencies, the station shall follow a uniform
to avoid discrimination.

(d). The agency agrees that it will not rebate to its client any p
the commission allowed by the station.

(e). The failure of the station or of the advertiser or agency to en
any of the provisions herein listed with respect to a breach ther
any one instance shall not be construed as a general relinquishm
waiver under this agreement and the same shall neverthelss b
remain in full force and effect.

(f). Any broadcasting furnished before written acceptance here
hereafter provided, shall not be construed as an approval or accep
of this contract.

(g). It is further understood and agreed that the foregoing p
form embodies all understandings and agreements between the p
hereto, and that no representations by anyone, salesman or othe
verbal or written, in any way modifies, adds to or alters the term
conditions of this agreement.

WAMF

THE AMHERST COLLEGE BROADCASTING SYSTEM

AMHERST COLLEGE
Amherst, Mass.
Tel. 1050

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1.10 per broadcast approx. $.35 per station

for contract

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(Advertiser)

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1. PAYMENT

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2. TERMINATION

(a). This agreement may be terminated by either party by giving the other two week's notice, unless otherwise stipulated on the face of this order. Any renewal of this contract shall be subject to the rates and terms in effect at the time of such renewal. If the advertiser terminates the agreement it will pay the station according to the station's published raes for the lesser number of periods, for all services previously rendered by the station. If the station terminates the agreement; either the advertiser and the station will agree on a satisfactory substitute day or time at the rates, in effect at the time this agreement was made, or, the advertiser will pay the station according to the rates specified herein, for all services previously by the station; that is, the advertiser shall have the benefit of the same time discounts which the advertiser would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

3. INABILITY TO BROADCAST

(a). Should the station, for any or all reasons, be unable to broadcast one of the advertiser's program at the time specified, the station shall not be liable to the advertiser for damages but will communicate with the advertiser as far in advance as possible. The advertiser will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the advertiser, a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

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any one instance shall not be construed as a general relinquish
waiver under this agreement and the same shall neverthelss
remain in full force and effect.

(f). Any broadcasting furnished before written acceptance he
hereafter provided, shall not be construed as an approval or acc
of this contract.

(g). It is further understood and agreed that the foregoing
form embodies all understandings and agreements between the
hereto, and that no representations by anyone, salesman or ot
verbal or written, in any way modifies, adds to or alters the te
conditions of this agreement.

UNIVERSITY of PENNSYLVANIA

PHILADELPHIA 4

Station WXPN

R. Reitz, *Station Manager*
ielnick, *Business Manager*
W. B. Axtens, *Program Director*
r Kraiman, *Technical Director*

February 8, 1951

Dear Phil:

Nice hearing from you again. I trust that you are well and are knocking them dead at Amherst. Exactly what are you on WAMF? Undoubtedly some wheel, but what? How goes it with the Amherst newspaper? Editor-in-chief yet?

About this Ford deal, I really had nothing to do with it. WXPN belongs to a network called the Ivy Network. This includes the radio stations of Penn, Yale, Dartmouth, Princeton, and Harvard. The business offices are at Yale. Through this network, sponsors are sold on a network-wide basis. Such was the case with Ford Motor Co.(God rest their souls.)

Any information that I can give you can be better supplemented by contacting Dan Sobol, Box 242, Radio Station WYBC, at Yale Station. I frankly ~~feel that~~ any arrangement that you could make with Ford would be next to impossible since this agreement includes only Ivy Network stations. However, if you wish to give it a whirl, contact Sobol for the dope.

Ivy Network has given us several other deal with national advertisers and is on the whole a very profitable undertaking. For the first time in many moons, WXPN can call themselves well out of the red. We are literally making money hand-over-fist.

Best of luck on anything you work out and I'd like to hear from you again. Regards to all at WAMF and give them my best wishes.

Very truly yours,

Jack Melnick

bf

vandeven-henry co.
advertising sales representatives
P. O. BOX 11 SOUTH BEND, INDIANA

February 13, 1950

Radio Station WAMF
Amherst College
Amherst, Mass.

Dear Sir:

Are you satisfied with your present advertising income? Does your station carry national advertising? If your answer to both these questions is YES then read no further, you have no problems which we may be able to solve for you. But if your answer is NO then by all means this letter is directed to you.

The Vandeven-Henry Company, a recently formed organization for the purpose of representing college radio stations to national advertisers, is desirous of representing you in this new and unlimited field.

It is apparent to us that national advertising cannot be secured for a college on the efforts of any one station. For this reason college stations generally do not, at the present time, have national advertising. It is the aim of the Vandeven-Henry Company to present Station WAMF as a college outlet for national advertising. No other national representative has ever before offered service of this type. If you want to build a station that will be recognized nationally as a genuine advertising medium, then by all means, Vandeven-Henry will serve you and the interests of your station to your best advantage. Familiar with the advertising sales problems of a college radio station we are in the position to best benefit you.

If you are interested in the facilities offered by us, fill out the enclosed questionaire and return to us at your earliest convenience. This questionaire will enable us to judge the merits of Station WAMF with regard to the securing of national advertising.

Thanking you, I remain,

Very truly yours,

Wm J. Vandeven

William J. Vandeven

Vandeven-Henry Company

Campus Radio Station Questionnaire

Please answer the following questions as completely and as accurately as possible. The desirability of your station will depend greatly on the answers to these questions. Do not "pad" or estimate answers where it might be possible as these answers will determine the desired and expected results of advertising placed with you.

1) Who is your Commercial Manager: ____________
2) Who is the University Business Manager: ____________
3) Who is responsible for disbursements of the station: ____________
4) Is your station owned and operated by the University: ____________
5) What is your potential listening audience: ____________
6) What is your actual listening audience: ____________
   (This may be estimated but be conservative)
7) Is the school;
   Co-ed ________
   Male ________
   Female ________
8) What types of advertising do you accept:
   Beer ________
   Cigarettes ________
   Wine ________
   Remarks ________
9) How much advertising do you now handle: ________
   (Income per week)
   National (if any) ________
   Local ________
10) How much do you wish to add to your present volume: ________
11) What are your advertising rates: ________ (Attach a copy of
*12) Are your rates commissionable: ________ your rate card).
   If so, how much: ________
13) Will you accept all advertising placed in your name if it conforms to your advertising standards: ________
14) Will you supply us with a weekly program schedule: ________
15) Will you supply us with time availabilities on demand: ________
16) Will you supply the sponsor or advertising agency with affidavits stating that commercial continuity contracted for has been aired at the agreed time: ________
17) What are your hours of broadcast: ________
18) What are your program facilities and types of programs:
   Please give us a detailed review of this data.
19) Are you presently affiliated with a national representative: ________

* Advertising agencies customarily receive 15% of the net time charge (talent excluded), representatives receive 15% of the net time charge (talent excluded) after the agency commission. This is the basis on which the Vandeven-Henry Company represents college stations.

FEB 20 1950

February 16, 1950

Vandeven-Henry Company
Sales Advertising Agency
P. O. Box 11
South Bend, Indiana

Att: Campus Radio Dept.

Dear Sirs:

Attached is information concerning the operation, facilities, etc. of Station WAMF located at Amherst College, Amherst, Mass. The station is owned and operated by the students of the college.

We were very much interested in your newly organized system of getting advertising for college radio stations. We feel that we are excellently qualified for experimentation, and we will be happy to send you any additional information you might request.

We regret that we would be unable to take an advertising which is connected with alcohol, etc. but we were given our original loan on which the station was built with the stipulation that there would be no alcoholic beverages advertised. There are no other stipulations, however, and we will be more than happy to cooperate with you in any short or long term program you might propose.

Thank you for your interest, etc.

Sincerely yours,

Edwards R. Hopple
Bus. Mgr.

9) We now have only one account National ; $11.20 per week
10) We hope to have al least one hour a day
11) Enclosed find advertising rate card for all three stations in one.
12) The rates are commissionable to the agency at their terms.
13) We will accept advertising placed in our name etc.
14) A Weekly program schedule can be sent one week in advance at the least.
15) Time availabilities can be furnished on demand. Schedules can be changed to your needs.
16) Affidavits (carbon of script used by Announcer - used during broadcast be tech. dept.) are sent to all advertisers, local or national.)
17) Hours of Broadcast: 7:30 - 9:00 am
8:30 -11:30 pm
18) We have 18 live shows Mon. through Friday - numerous college special event shows. - weekend preview shows - remote sports broadcasts - news analysis shows - news broadcasts -
19) We have no national representative now, but we are hunting for one as we do nothing but National advertising on the network.

This is a short resume of the network activities. There are wonderful possibilities of creating a good national advertising medium in the first actual line broadcasting system in the east in college radio. We are going to have a big opening in the next three weeks, which will be written up in many of the current periodicals.

Sincerely yours,

Edwards R. Hopple
Representative of P.B.S.

ERH/jw

Enc. 2

Vandeven-Henry Company

Campus Radio Station Questionnaire

Please answer the following questions as completely and as accurately as possible. The desirability of your station will depend greatly on the answers to these questions. Do not "pad" or estimate answers where it might be possible as these answers will determine the desired and expected results of advertising placed with you.

1) Who is your commercial Manager: ______________________
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5) What is your potential listening audience: ______________________
6) What is your actual listening audience: ______________________
   (This may be estimated but be conservative)
7) Is the school;
   Co-ed ________
   Male ________
   Female ________
8) What types of advertising do you accept:
   Beer ________
   Cigarettes ______
   Wine ________
   Remarks ______
9) How much advertising do you now handle ______________
   (Income per week)
   National (if any) ____________
   Local ________________
10) How much do you wish to add to your present volume: ______
11) What are your advertising rates: ______________________ (Attach a copy of your rate card)
12) Are your rates commissionable: ______________________
    If so, how much? ______________________
13) Will you accept all advertising placed in your name if it conforms to your advertising standards: ______________
14) Will you supply us with a weekly program schedule ________
15) Will you supply us with time availabilities on demand: ____
16) Will you supply the sponsor or advertising agency with affidavits stating that commercial continuity contracted for has been aired at the agreed time: ______________
17) What are your hours of broadcast: ______________
18) What are your program facilities and types of programs:
    Please give us a detailed review of this data.
19) Are your presently affiliated with a national representative: __________

N·W·AYER & SON INC.
30 Rockefeller Plaza, New York City 20

Station Manager

Dear Sir:

Our client, U. S. Army & U. S. Air Force Recruiting Service, has expressed interest in running their half-hour show "On The Beam", featuring Tex Beneke, on college radio stations.

We are trying to get together cost figures for such an operation and would appreciate your furnishing us the following material as quickly as possible:

1) National rates, including a rate card, which will include the agency 15% commission.
2) Broadcasting hours of your station.
3) Date of suspension of broadcasting for Summer vacation and date of resumption of service in the Fall. If your college is running a Summer session, and the station will remain open, please advise.

We would also like your suggestion as to what day and time you think would be best for this show in order to secure a maximum audience. We presume that the early part of the week would be preferable in order to avoid the weekend exodus.

Mon — n
Tues
7 – 9

Thank you very much for your cooperation.

Sincerely yours,

Charles M. Wilds

Charles M. Wilds

April 15, 1948

January 13, 1951

Grant Advertising Agency
919 No. Michigan Avenue
Chicago, Illinois

Gentlemen:

According to our files we sent you a bill for $44.60 covering 21-minute spots @ $2.50 on December 5, 1950. The advertiser for these spots as per our contract dated November 21, 1950 is the U. S. Army and U. S. Air Force.

We would appreciate receiving your remittance as soon as possible as the college semester closes next week, and we are responsible to close our books for the college at that time.

If there are any questions about this matter please notify us immediately, and we shall do our best to clear it up for you. We will appreciate your prompt attention.

Sincerely,

Jerry Wilkoff
Business Manager
WAMF

JBW/wh

ewsweek NEWSWEEK BLDG., BROADWAY *and* 42*nd* STREET, NEW YORK

October 5th, 1949

tion Manager
tion WAMF
erst College
erst, Massachusetts

r Sir:

sweek magazine is interested in purchasing 15 minutes per week on your station with following program format in mind:

purpose of the program is to provide your audience with a weekly summary of news ed on the current issue of Newsweek. Because you know that audience much better than do, we'd like to know if your radio news department would like to prepare each script. ry week, I would supply you with an advance issue of the magazine with stories marked your attention which, in our estimation indicate particular reportorial enterprise. r news room would then put those stories into radio prose and your own newscaster would ply the voice. This suggestion is offered so that you will have no idea that Newsweek shes to interfere with your own news policy.

you approve of such a format would you please send me, as soon as possible, time rges on your station at a good evening period after 6 p.m. Wednesday evening and best available periods for Thursday and Friday.

believe that I can get an advance copy of Newsweek to you each Wednesday morning the latest.

so, I would like to have you put your time charges on a semester basis with any companying discount.

ease feel free to offer any comment, criticism or suggestion concerning this procted venture by Newsweek.

far as commercials are concerned, we will supply you with 30-second written scripts r your own announcement and will be happy to cooperate with you in any promotional tivity you may suggest.

is our feeling that through such a program your radio staff may get better acquainted th the editorial operation of this magazine and, at the same time, we shall better derstand the needs and desires of a campus audience.

hope that this matter will receive prompt attention as we are interested in trying this periment as soon as possible.

Sincerely yours,

Hugh D. Beach

Hugh D. Beach
Public Relations Director

/v

October 10, 1949

Hugh D. Beach
Public Relations Director
Newsweek Magazine
Broadway and 42nd Street
New York, New York

Boo, Jim!!!!
[redacted]

Dear Sir:

In answer to your letter of the 5th of October, I am inclosing the National Advertising Rate Card used by the station.

We are very anxious to cooperate with NEWSWEEK in this experiment, and we will be glad to do anything that seems feasible.

Our program schedule is such that starting October 17th we will have a newscast every weekday night at 8:00, sent to us by the New York Times. It would be possible, however, to jockey the schedule around so that the news cast comes at 7:45. (We are on the air from 7:30 to 11:00 each evening). In this way we could put music on at 8:00 and have the NEWSWEEK show at 8:15 on Thursday evening. We think we will be safer by airing it Thursday, instead of Wednesday, because of the mailing situation and so that the writing dept. could put the material into radio prose. If for some reason you much prefer Wednesday, let me know and I will try to work it out.

Please look over the inclosed card, and let us know what would be the best for you. Our schedule is still flexible as far as newscasts are concerned, so we will be happy to do the best for you that is possible.

Please don't hesitate to call on us for further details or facts concerning the station.

Sincerely yours,

Ed Hopple - Public Relations Dept.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

1201

JOSEPH L. EG...
PRESIDENT

SYMBOLS
DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

.(241 PM OCT 21 49)=

BA071

B.NB411 DPR PD=WUX NEWYORK NY 21 224P=

=ED HOPPLE, PUBLIC RELATIONS DEPT=
=STATION WAMF AMHERST COLLEGE BROADCASTING SYSTEM
AMHERST MASS=

=HEREWITH CONFIRMATION FIRM ORDER FOR 8:15 TO 8:30 PM SPOT, THURSDAY FOR NEWSWEEK PROGRAM TO START NOVEMBER 10. PLEASE SEND CONTRACT SOONEST SPECIFYING EXACT COST TO NEWSWEEK BASED ON TIME SALE THROUGH FINAL BROADCAST WEEK NEXT JUNE AND INCLUDING FREQUENCY DISCOUNT AND USE OF FOUR IVY NETWORK STATIONS. LETTER FOLLOWS=

=HUGH D BEACH NEWSWEEK=

FROM ITS PATRONS CONCERNING ITS SERVICE

Newsweek

OCT 26 1949

Mr. Ed
Public
Station
Amherst
Amherst

Dear Mr

I am at
might b
materia
However
audienc
might d
layout.
stories
program
Sports,

What we
the ma
any cri
only an
next we

b/v

OCT 26 1949

Newsweek

NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

October 25th, 1949

Mr. Ed Hopple
Public Relations Department
Station WAMF
Amherst College Broadcasting System
Amherst, Massachusetts

Dear Mr. Hopple:

I am attaching samples of Newsweek stories in script form which might be prepared from the current issue. You can compare script material with the stories in the magazine on which it was based. However, there are no hard and fast rules. It might be that your audience will require a wider variety of news. In that case, you might divide your script into departments according to the magazine layout. You will notice that I have used only a few of the major stories in the front of the book. I recommend, to round out the program, material from Foreign Affairs, Washington Trends, Periscope, Sports, and In Passing.

What we have tried to do is give the important news of the week in the major fields as briefly as possible. I will be happy to receive any criticism or suggestion you may have. Please understand this is only an effort to help you in the preparation of your first script next week. This material is not meant for broadcast.

Sincerely yours,

Hugh D. Beach

Hugh D. Beach
Public Relations Director

b/v

Newsweek

NEWSWEEK BUILDING · BROADWAY AND 42ND STREET
NEW YORK 18, NEW YORK

EXECUTIVE OFFICES

October 5, 1950

Mr. Edwards R. Hopple
Business Department
Station WAMF
Amherst College Broadcasting System
Amherst, Mass.

Dear Mr. Hopple:

Your letter of September 28th addressed to Hugh Beach, offering us additional coverage through your new outlet in Springfield, has been turned over to me for answer. We would like very much to avail ourselves of this additional coverage and thus wish that you would make arrangements to include the Springfield station as soon as possible.

There is just one detail that concerns me a bit and that is how, broadcasting over a network as you are, you handle the commercials which include mention of the college agents for Newsweek, there being different agents in each college. I would assume that the individual radio stations will have to break in and handle the commercials themselves whenever mention is made of an agent's name. However, I would appreciate hearing from you on this at your convenience.

We are very happy to be working with you again this year and hope that you will continue the standout performance which you turned in last year. Incidentally, if you are ever in New York, I wish that you would come in to see me as I would like very much to have an opportunity to meet you and discuss our college radio promotion with you.

Sincerely,

FEDavis

F. E. Davis
Assistant to the Publisher

NEWSWEEK BUILDING • 152 W. 42 ST., NEW YORK 18, N. Y.

Dear Ed,

Because I may not have a chance to see you before school opens this fall, I'd like to pass on to you a few tips which I think will help you sell more NEWSWEEKS right from the start, and perhaps save you some time and effort.

First of all ---

CONTACT THE STUDENTS EARLY---start your sales campaign the first day of registration and concentrate on selling Newsweek throughout this entire week while the students are in a buying mood. (If your school allows table displays in the Registration Building, set one up and stay with it so you can contact the students on the spot.) After the first week, contact the students in their dormitories and between classes.

SET A WEEKLY SALES GOAL---the first few weeks of school probably will be your most productive sales week. After that you should set up a definite weekly sales goal for yourself. If you stick to this subscription goal, you'll be able to count on a STEADY INCOME throughout the year.

SALESMANSHIP---your sales talk is your most important tool, so spend some time on it. First of all -- KNOW NEWSWEEK so you'll be able to point out its special features. (To give you a little help on this, I've enclosed a booklet, "The Headlines and Beyond...The Story of Newsweek".) In your sales talk, be sure to stress the necessity for keeping up with the news during these critical times -- particularly since the majority of men in college are of draft age and the war news means so much to them personally. And, of course, put a lot of emphasis on the special student rates and the minimum of time it takes to read NEWSWEEK from cover to cover.

DISPLAYS, POSTERS, FOLDERS---use the promtional material to help you sell! School bulletin boards, the student union and local student "hangouts" are the best places to display posters so they'll be seen by the majority of students. Distribute the folders in student mailboxes and lockers and hand them out before or after assemblies.

FRESHMEN AND NEW STUDENTS---during the first few weeks of the semester, freshmen and new students may turn out to be your biggest potential market -- so PERSONALLY contact as many of them as you can. When talking to freshmen, stress the fact that Newsweek will aid them in their social science classes where a general knowledge of the news is necessary.

ENLIST FACULTY AID---talk to the teachers who are likely to use a news magazine in their classes -- history, journalism, English, foreign relations, government and business. If you highlight Newsweek's special features, most of them will recommend it as supplementary reading for their courses without having to be asked to do it. In your sales talk here, stress the fact that Newsweek presents its news with FORTHRIGHTNESS, IMPARTIALITY and INTEGRITY -- in a direct and understandable style.

And -- KEEP UP YOUR CONTACTS ALL YEAR LONG for a rejection now may mean a sale at Christmas time.

In addition to the booklet, I've enclosed a Rate and Commission card which will give you an idea of the big commissions you can earn if you stick to your sales campaign schedule.

The promotional material and order books are being sent to you under separate cover. When your order books arrive, you'll notice that each subscription order should be made out in triplicate -- you keep one carbon, the purchaser receives the second carbon and the original is sent to Newsweek with the payment balance.

I wish you every success this year, and I'll be seeing you sometime this fall. In the meantime, if you need any help just write me here -- and BEST OF LUCK!

Cordially,

Bill Lancaster

BL:R: Bill Lancaster

P.S. Thanks for your letters; I hope that the Network works out.

I plan to be in Cambridge, Mass. from now on, but all my mail will be forwarded immediately.

PBS - The Pioneer Broadcasting System

AIC Radio, Springfield
WCSR - Smith College
WMUA - Un. of Mass.
WAMF - Amherst

WAMF

Contract through:

THE AMHERST COLLEGE BROADCASTING SYSTEM

AMHERST COLLEGE
Amherst, Mass.
Tel. 1050

PBS, The Pioneer Brd. Sys.

is agreement entered into this seventeenth day of October 1950, by and between ~~WAMF, the Amherst~~ ~~lege Broadcasting System,~~ and the undersigned hereinafter called the Advertiser, witnesseth that,

Pioneer Broadcasting System

bject to the terms and conditions printed on the reverse side hereof, the ~~Amherst College Broadcasting System~~ agrees to :nish broadcasting facilities over its station~~s WAMF~~ to

NEWSWEEK MAGAZINE (Advertiser) for "Newsweek Views The News" (Product)

ıme of Program NEWSWEEK VIEWS THE NEWS

15 min (Length of Broadcast) 9:45 p.m. (Hour) Thursday (Days) once (Times per week)

(Total No. of Times) Sept. 28 - (Commencement Date) 1 June, 1950 (Expiration Date)

ROGRAM MATERIAL ARRANGEMENTS

mmercial Announcements: Standard opening & Closing commercials, 1 minute middle commercial - Spot announcement immediately following to connect show with college agent, giving name and address, etc. - Each spot to originate on local station - Program to be aired on network.

ntinuity: Continuity to be supplied to WAMF, Amherst by mail.

lditional: Waxed disc to be supplied to Newsweek periodically.

ATES:	Station Charge	Talent	Other Charges (See above)
ach Broadcast:	$ 4.90	$ none	$ none
or ___ Broadcasts:	$	$	$

COST IS TO BE $4.90 for each station taking broadcast each week.

otal

To be broadcast on 4 station basis when network, and is to be broadcast weekly if one or more stations is on the air.

4.90 per broadcast

_____ for contract

WEEKLY COST:

1 station -	$4.90	3 station	$14.70
2 " -	9.80	4 "	$19.60

ı return for said service the Advertiser agrees that payments are to be made to the station as follows:

as billed monthly with attached sheet giving stations, dates, etc. of all broadcasts

he first payment to be due November 1950

'itness our hands and seals the day and date first above written.

(Representative of ~~WAMF~~ PBS)

(Advertiser)

Standard Conditions

GOVERNING CONTRACTS FOR BROADCASTING

1. PAYMENT

(a). The advertiser agrees to pay for broadcasting covered by this order, at the office of the broadcasting station or its authorized representatives, on or before the tenth day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this order.

(b). The station reserves the right to cancel the order at any time upon default by the advertiser in the payment of bills, or other breach, or in the event of any material violation on the part of the advertiser of any of the conditions herein named and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit, the station shall have the right to change the requirements as to terms of payment for further broadcasting under this order as it may see fit.

2. TERMINATION

(a). This agreement may be terminated by either party by giving the other two week's notice, unless otherwise stipulated on the face of this order. Any renewal of this contract shall be subject to the rates and terms in effect at the time of such renewal. If the advertiser terminates the agreement it will pay the station according to the station's published raes for the lesser number of periods, for all services previously rendered by the station. If the station terminates the agreement; either the advertiser and the station will agree on a satisfactory substitute day or time at the rates, in effect at the time this agreement was made, or, the advertiser will pay the station according to the rates specified herein, for all services previously by the station; that is, the advertiser shall have the benefit of the same time discounts which the advertiser would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

3. INABILITY TO BROADCAST

(a). Should the station, for any or all reasons, be unable to broadcast one of the advertiser's program at the time specified, the station shall not be liable to the advertiser for damages but will communicate with the advertiser as far in advance as possible. The advertiser will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the advertiser, a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

4. SUBSTITUTION OF PROGRAM OF PUBLIC IMPORTANCE

(a). The station shall have the right to cancel any broadcast covered by this order and substitute a program of such outstanding public importance that failure to broadcast same would work injury alike to the station and the advertiser. In such case, the station will notify the advertiser as far in advance as possible, and the advertiser and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the advertiser, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon.

5. RATES

(a). All rates are as published by the station.
(b). If the rates of this station are raised during the time this con shall be in effect no change shall be imposed on this contract. I rates are lowered during the time this contract shall be in effec Advertiser shall be given notice thereof, and a suitable new con can be made to take effect at the same time as the new rates."

(c). A program or series of programs to originate away from WAMF studios will be charged in like accordance with the addit equipment necessary for making this broadcast.

6. PROGRAMS

(a). The order for station time includes the services of the tech staff and of a regular staff announcer. Other talent and services covered by the program charge in this order which is subject to ch by the advertiser with the consent of the station.

(b) Except as otherwise hereinafter expressly provided, the adve will save the station harmless against all liability for libel, sla illegal competition or trade practice, infringement of trade m trade names or program titles, violation of rights of privacy an fringement of copyrights and proprietory rights, resulting from broadcasting of the programs herein provided for in the form furn or approved by the advertiser. The station agrees, to save the adve harmles against all liability where the programs are prepared and duced both as to artists and program content by the station exce only such liability as may result from the broadcasting of the comm credits and other material as furnished or approved by the adverti

(c). Programs prepared by the advertiser are subject to the app of the station management both as to artists and to program cont

7. GENERAL

(a). This order is subject to the terms of licenses held by the p hereto and is also subject to all Federal, State and Municipal law regulations now in force, or which may be enacted in the future.

(b). The rights under this order shall not be transferable to an advertiser than the one specified in this order unless the consent station has been obtained.

(c). In dealing with agencies, the station shall follow a uniform to avoid discrimination.

(d). The agency agrees that it will not rebate to its client any p the commission allowed by the station.

(e). The failure of the station or of the advertiser or agency to e any of the provisions herein listed with respect to a breach there any one instance shall not be construed as a general relinquishme waiver under this agreement and the same shall neverthelss b remain in full force and effect.

(f). Any broadcasting furnished before written acceptance here hereafter provided, shall not be construed as an approval or acce of this contract.

(g). It is further understood and agreed that the foregoing p form embodies all understandings and agreements between the p hereto, and that no representations by anyone, salesman or othe verbal or written, in any way modifies, adds to or alters the term conditions of this agreement.

October 31, 1950

Newsweek Magazine
Broadway & 42nd St.
New York, N. Y.

Att: F. E. Davis

Dear Sir:

Enclosed find copy of contract for NEWSWEEK VIEWS the NEWS on the Pioneer Broadcasting System. The new printed forms haven't come yet, so I thought I'd send you ~~this~~ on in the slightly revamped form. Bill Lancaster said that you wanted on for the records.

You will be billed from Smith College where the treasurer of The Pioneer Broadcasting System lives.

Bill also stated that you were interested in the letter that we sent out to all incoming freshmen. We are a small school. 250 incoming freshmen certainly isn't any criterion, but we feel we had very good results. 250 letters, or questionaires were sent out; 109 were returned, and 35 had subscriptions in it. This, we feel, is a good result since the letters were sent out late in September. The fact that it had a connection with a college organization is undoubtedly a factor.

I will get copies of the letter and enclosures that we sent, along with the effect it had on freshmen (by interviewing them). When in New York I will contact you and we can discuss the possibility of doing it on the large scale, if you are at all interested.

I may be in NYC during Thanksgiving recess, and will contact you then. The staff of WAMF would love to have you come up and see our operations, etc. Next time something "big" comes up, I'll let you know.

My best to all.

Sincerely yours,

Ed Hopple

3rd Copy

W A M F

THE AMHERST COLLEGE BROADCASTING SYSTEM

AMHERST COLLEGE
Amherst, Mass.
Tel. 1050

is agreement entered into this 25th day of October 1949, by and between WAMF, the Amherst llege Broadcasting System, and the undersigned hereinafter called the Advertiser, witnesseth that,

bject to the terms and conditions printed on the reverse side hereof, the Amherst College Broadcasting System agrees to rnish broadcasting facilities over its station WAMF to

Newsweek (Advertiser) for NEWSWEEK MAGAZINE (Product)

me of Program NEWSWEEK HIGHLIGHTS

15 min. (Length of Broadcast) 8:00 - 8:15 (Hour) Thursday (Days) once (Times per week)

24 (Total No. of Times) November 10, 1949 (Commencement Date) May 25, 1950 (Expiration Date)

ROGRAM MATERIAL ARRANGEMENTS

mmercial Announcements: 30 - second commercials to be furnished by NEWSWEEK

ntinuity: 15 minutes of NEWSWEEK highlights

dditional: Advanced copy of NEWSWEEK to be sent each week to WAMF, Walker Hall, Amherst College, Amherst, Mass.

ATES:	Station Charge	Talent	Other Charges (See above)
ach Broadcast:	$ $8.00	$ ---	$ ---
or 24 Broadcasts:	$ $192.00	$ ---	$ ---

otal

8.00 per broadcast

$192.00 for contract

return for said service the Advertiser agrees that payments are to be made to the station as follows: 1st of onth for previous month's broadcasts

(2% discount if full term is paid for before half of term's shows are aired.)

he first payment to be due Jan. 1, 1950

itness our hands and seals the day and date first above written.

(Representative of WAMF)

(Advertiser)

Standard Conditions

GOVERNING CONTRACTS FOR BROADCASTING

1. PAYMENT

(a). The advertiser agrees to pay for broadcasting covered by this order, at the office of the broadcasting station or its authorized representatives, on or before the tenth day of the month following that in which the broadcasting is done unless otherwise stipulated on the face of this order.

(b). The station reserves the right to cancel the order at any time upon default by the advertiser in the payment of bills, or other breach, or in the event of any material violation on the part of the advertiser of any of the conditions herein named and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency in payments or impaired credit, the station shall have the right to change the requirements as to terms of payment for further broadcasting under this order as it may see fit.

2. TERMINATION

(a). This agreement may be terminated by either party by giving the other two week's notice, unless otherwise stipulated on the face of this order. Any renewal of this contract shall be subject to the rates and terms in effect at the time of such renewal. If the advertiser terminates the agreement it will pay the station according to the station's published raes for the lesser number of periods, for all services previously rendered by the station. If the station terminates the agreement; either the advertiser and the station will agree on a satisfactory substitute day or time at the rates, in effect at the time this agreement was made, or, the advertiser will pay the station according to the rates specified herein, for all services previously by the station; that is, the advertiser shall have the benefit of the same time discounts which the advertiser would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

3. INABILITY TO BROADCAST

(a). Should the station, for any or all reasons, be unable to broadcast one of the advertiser's program at the time specified, the station shall not be liable to the advertiser for damages but will communicate with the advertiser as far in advance as possible. The advertiser will then either agree with the station on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the advertiser, a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

4. SUBSTITUTION OF PROGRAM OF PUBLIC IMPORTANCE

(a). The station shall have the right to cancel any broadcast covered by this order and substitute a program of such outstanding public importance that failure to broadcast same would work injury alike to the station and the advertiser. In such case, the station will notify the advertiser as far in advance as possible, and the advertiser and the station will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponement, the station will make, if approved by the advertiser, a suitable courtesy announcement as to the reason for cancellation or postponement and as to any substituted time agreed upon.

5. RATES

(a). All rates are as published by the station.
(b). If the rates of this station are raised during the time this co shall be in effect no change shall be imposed on this contract. rates are lowered during the time this contract shall be in effe Advertiser shall be given notice thereof, and a suitable new co can be made to take effect at the same time as the new rates."

(c). A program or series of programs to originate away fro WAMF studios will be charged in like accordance with the add equipment necessary for making this broadcast.

6. PROGRAMS

(a). The order for station time includes the services of the te staff and of a regular staff announcer. Other talent and servi covered by the program charge in this order which is subject to by the advertiser with the consent of the station.

(b) Except as otherwise hereinafter expressly provided, the ad will save the station harmless against all liability for libel, s illegal competition or trade practice, infringement of trade trade names or program titles, violation of rights of privacy fringement of copyrights and proprietary rights, resulting fr broadcasting of the programs herein provided for in the form fu or approved by the advertiser. The station agrees, to save the ad harmles against all liability where the programs are prepared a duced both as to artists and program content by the station ex only such liability as may result from the broadcasting of the com credits and other material as furnished or approved by the adver

(c). Programs prepared by the advertiser are subject to the a of the station management both as to artists and to program co

7. GENERAL

(a). This order is subject to the terms of licenses held by the hereto and is also subject to all Federal, State and Municipal la regulations now in force, or which may be enacted in the futu

(b). The rights under this order shall not be transferable to advertiser than the one specified in this order unless the consent station has been obtained.

(c). In dealing with agencies, the station shall follow a uniform to avoid discrimination.

(d). The agency agrees that it will not rebate to its client any the commission allowed by the station.

(e). The failure of the station or of the advertiser or agency to any of the provisions herein listed with respect to a breach th any one instance shall not be construed as a general relinquish waiver under this agreement and the same shall neverthelss remain in full force and effect.

(f). Any broadcasting furnished before written acceptance he hereafter provided, shall not be construed as an approval or acc of this contract.

(g). It is further understood and agreed that the foregoing form embodies all understandings and agreements between the hereto, and that no representations by anyone, salesman or ot verbal or written, in any way modifies, adds to or alters the te conditions of this agreement.

Business Dept. Data Sheet:

15 minute NEWSWEEK SHOW - Thursdays
8:00 - 8:15 or
8:15 - 8:30

First Term:

Thursday, November 10, 1949	- $8.00
" " 17, "	8.00
Thanksgiving	
" December 1, "	8.00
" " 8, "	8.00
" " 15, "	8.00
Xmas Vacation	
" January 5, 1950	8.00
" " 12, "	8.00
" " 19, "	8.00
" " 26, "	8.00
9 Broadcasts	$72.00

Second Term:

Thursday, February 2, 1950	$8.00
" " 9 "	8.00
" " 16 "	8.00
" " 23 "	8.00
" March 2 "	8.00
" " 9 "	8.00
" " 16 "	8.00
" " 23 "	8.00
Spring Vacation	
" April 13 "	8.00
" " 20 "	8.00
" " 27 "	8.00
" May 4 "	8.00
" " 11 "	8.00
" " 18 "	8.00
" " 25 "	8.00
Exams.	
15 Broadcasts	$120.00

Payments:	January 1, 1950	5 broad. @ $8 -	$40.00
	Feb. 1, 1950	4 " "	32.00
		FIRST TERM	$72.00
	March 1, 1950	4 broad. @ $8 -	$32.00
	April 1, 1950	4 " "	$32.00
	May 1, 1950	3 broad. @ $8 -	24.00
	May 31, 1950	4 broad. @ $8 -	$32.00
		SECOND TERM	$120.00

Terms: Monthly payments as stated.
2% discount on payment of full term before half of programs have been aired (December 15th)

Newsweek

NEWSWEEK BUILDING · BROADWAY AND 42ND STREET
NEW YORK 18

November 15, 1949

Mr. Edwards R. Hopple
Public Relations Director
Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Hopple:

We are enclosing herewith a rough sample of a poster to be used in the merchandising of our Newsweek Views the News program over your station.

If you will let us know the quantity of these posters that you can use and will give us the necessary information on your dial setting, we will be glad to send you whatever quantity of posters you desire.

In the event that your college newspaper publishes a daily program listing for your station, we hope that you will be able to arrange for a listing of Newsweek Views the News.

Sincerely,

F E Davis

F. E. Davis
Assistant to the Publisher

FED:emf
Enclosure

November 15, 1949

Mr. Edward R. Hopple
Public Relations Director
Station WAMF
Amherst College
Amherst, Mass.

Dear Mr. Hopple:

Attached are the stories I have marked up for your use on the November 17th broadcast. I believe this includes enough material for a complete broadcast. If not, however, you can round it out with items from "back of the book", "Periscope" and "In Passing".

Herewith also is a set of commercials including a new middle commercial. As you know, we would like to have a copy of your script as broadcast.

Sincerely yours,

Hugh D Beach

Hugh D. Beach
Public Relations Director

November 1, 1949

Mr. Edwards R. Hopple
Public Relations Director
Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Hopple:

In reply to your letter of October 25 we are returning herewith the signed contract covering our Newsweek Views the News broadcasts over WAMF.

Mr. Beach will be in touch with you again very shortly regarding the production of this program.

We appreciate very much your offer to send us a transcription of this program and look forward to the receipt of this.

Sincerely,

Davis

F. E. Davis
Assistant to the Publisher

FED:emf
Enc.

Business Dept. Data Sheet

NEWSWEEK

Network **Line** Charge

Starting Dec. 8th-		$1.60	
15		1.60	
Xmas			
Jan. 5		1.60	
12		1.60	
19		1.60	
26		1.60	
	Total	$9.60	1st term
15 broadcasts at $1.60		$24.00	2nd term.

For total of $33.60, NEWSWEEK can have the show on the P.B.S network, covering 6,000 people, all college students.

Payments will be made monthly. The P. B. S. network will bill NEWSWEEK separately.

Cut Halstead

Cutler Halstead
Bus. Dept.

Enclose: P.B.S. Rate Card for line Charge (yellow)

Contract for P.B.S. for network line charge only.

RATE CARD

Network
Line Charge

November, 1949

Local and National Advertisers

P. B. S.

The
Pioneer Broadcasting System

Network Coverage

	1 period	5 periods	16 periods	48 periods	80 periods
r.	$5.00	$4.50	$4.00	$3.50	$3.00
r.	3.00	2.70	2.40	2.10	1.80
r.	2.00	1.80	1.60	1.40	1.20
min.	1.00	.90	.80	.70	.60
in.	.50	.50	.50	.50	.50

The above rates are the Pioneer Broadcasting System line charges only. They do not include studio facilities and engineers, staff announcers, and copy service. These services must be contracted for with an individual network station, for which they charge accordingly on their own rate scale.

For cover-all contract with P. B. S., including all the above mentioned services and network line charges, see the P. B. S. Network Composite Rate Card, local; or the P. B. S. Network Composite Rate Card, National. These rates cover entire cost of network show, except where special lines, talent charges, etc. are needed. For special details, see station or network representatives.

- - - - - - -

5 periods - once a day for a week
16 periods - once a week for a term
48 periods - three times a week for a term
80 periods - five times a week for a term

P. B. S

The Pioneer Broadcasting
System

Walker Hall
Amherst, Mass.

COMMERCIAL COPY

DATE THURSDAY - Nov. 17

TIME 8:00 - 8:15

15 seconds

OPENING COMMERCIAL - (LEAD IN IN COMMERCIAL)

HAVE YOU SEEN NEWSWEEK YET? This is your weekly news program "Newsweek Views the News" - 15 minutes of current news, and news that will be tomorrow's headlines - brought to you by Newsweek Magazine and presented by your Amherst College Station WAMF.

Here's your campus Newsweek reporter, Dick Epstein.--

BROADCAST BY:

Thank you ______________________________. Now let's take a look at tomorrow's headlines as "Newsweek views the News" ------

ad lib into periscope

THE PERISCOPE: Atomic Policy Shakup

Unless he changes his mind, Lilienthal will resign around January 1st as Atomic Energy Commission chairman with a blast at too much secrecy in the Atomic Program. He is writing a 40,000 word book to air his views on the subject. Other members of the five man commission may also resign, and J. Robert Oppenheimer, the Princton scientist, may quit as chairman of the A. E. C. advisory committee. Oppenheimer bluntly advised Lilienthal to quit as the best thing for the future of the Atomic program. Chairman McMahon will use the Lilienthal blast for calling his joint Atomic Energy committee into secret session to review the entire problem of Atomic security.

The Atomic Race: There's been no hint about it in the press, nut a secret meeting of several of the nation's top atomic scientists was held the other day at Princeton Univeristy to discuss the implications of the atomic explosion in Russia. Among them were Albert Einstein, Harrison Brown, and Leo Szilard. Background of the meeting was the fact that U. S. foreign policy has been based on a clear misjudgment of Soviet Atomic progress. On the suposition the the reds wouldn't have the bomb until 1952. The sceintists wanted to swap information among themselves and jointly figure out, first, an up to date estimate of Russian Atomic Development, and, second, what should be done about it. While the major conclusions reached are closely guarded secrets, it can be disclosed that the scientists agreed that Russia had a Uranium pile as early as 1947 and started to work on bombs soon after that. The atomic explosion President Truman referred to in his Sept. announcement probably was not the first bomb the Reds constructed.

The Scientists believe that all calculations about Russian atomic activity must start about 1947, not 1949. Further, they believe that Russia, like the U. S., now is theoretically capable of making a bomb 75 to 100 times as destructive as the one dropped on Hiroshima. That is, if the Hiroshima bomb was capable of devistating one square mile, the new ones could wipe out an area of 75 to 100 square miles. The scientists inclined to the sober view that we are quickly rea hing the point where the question of primary importance will be: Who drops the bomb first? The first point is that the weapon is becoming potentially so destructive that after the first suprise blows the victim nation might be crippled to a point where it would be unable to marshall its full resources for the subsequent war effort. The group's conclusion: These facts make the urgent problem of working out an effective control plan at the United Nations the key to mankind's future.

CLEMENCY FOR PETAIN:

Don't be surprised if the French Cabinet shortly announces some relaxation in the life imprisonment sentence of 93 year old Marshal Petain. When Petain was banished to the storm swept Ile d' Yeu four years ago, few Frenchmen publically spoke a word in his defense. Lately fate has deminished, and rightists newspapers have been carrying on campaigns to improve his lot. Also, General deGaulle has advised an easier life to the old man to permit him to die with dignity. As a result, president Auriol recently consulted his superior judiciary council, which also advised clemency. It's now up the the cabinet.

SOVIET MOVES IN POLAND

Informed diplomats believe that the appointment of Russian Marshal Rokossovsky as Poland's minister of defense marks the beginning of a new Soviet policy towards the satellites. They predict that as a next step Poland will apply to Stalin for a seat on the Soviet Politbureau and the Rokossovsky will become its representative on that all powerful policy making body. Actually, the cominform-Tito break was precipitated by Soviet refusal of Tito's request for a voice in Kremlin policy making. Diplomats think the Soviet braintrust now has hit on a compromise plan under which trusted Soviet citizens would represent the various satellites in the Politbureau. T

THERE IS A VOICE FOR BUSINESS

Look for Commerce Secretary Charles Sawyer to goto bat for business on capital hill early next year. Saywer, urked at kitchen cabinet advice that business can take care of itself will ask permission to testify before several congressional committees as a part of his recent decission to give business a stronger helping hand. He believes it's time for a cabinet member to speak for business at the Capital in much the same was Brannan beats the drums for farmers and Tobin for Labor. Incentives to investment, lower excise taxes, and more liberal tax regulations and depreciations are three of the points he has in mind.

STRIKES:

It was victory for Phillip Murray's United Steel Workers of America as they came to terms with the United States Steel Corporation in Pittsburg. By striking they had won more than the president's fact finding board had been ready to grant. Following the Bethlehem formula, the United Steel Workers of America extracted $100.00 monthly pentions for workers over 65 with 25 years of service. Murray had not only triumphed over management, but in winning his new contract he had out maneuvered John L. Lewis. By settling first, Murray had left the wily old campaigner out in the open where he could draw the fire of the President, the public, and the coal operators. If there was a "national emergency" now, it could be laid squarely on Lewis's doorstep.

THE CABINET:

As a power administrator, War Production Board chairman, and finally Interior Secretary, Julius A. Krug had labored long and faithfully for the Roosevelt and Truman Administrations. In 1948, however, he made one big mistake. He hadn't campaigned for Mr. Truman's reelection as effectively as some of his Fair Deal associates thought he should have.

Oscar L. Chapman, Krug's undersecretary, as advanced man for the President's campaign train had mobilized the Interior Department's immense influence in the West for the Democrats. When the votes were in, Chapman could share credit for the winning of the West with Agriculture Secretary Charles F. Brannan.

Since that time Krug had been on cordial terms with the President, but he was in Coventry as far as the Dem. National Committee was concerned. As a result of this fall from grace, the Secretary was subjected to a steady needling from the party brass. Last week Cap Krug finally reacted to the treatment.

At the President's weekly press conference a reporter asked: "Do you care to comment on the report that you sent a stong letter to Secretary Krug on reclamation?" No comment , Mr. Truman answered curtly. Capital newswriters called Krug and asked him if predictions that he was about to resign were true. Late Thursday afternoon Krug succumbed.

"I am leaving," he told reporters. "I have been waiting a long time to leave." Then he sat down and wrote the President a disjointed letter of resignation. By the time Mr. Truman received it, he had read the news on the ticker. The next day the President accepted the resignation as of December 1. His easy and immediate choice for successor: Oscar L. Chapman, the New Deal career man.

FOREIGN AFFAIRS:

The world was the oyster of the statesmen gathered in Paris last week for the French-American conference last week. As they tackled the bulky bivalue, United States' policy showed new vigor and direction in at least two key areas -- German and Japan. American officials pressed for easing post war restrictions on German asthe first step toward the "integration" of the Western Rioch in to Europe. In the same way the State DepartmenT's preparations for a peace treaty with Japan moved into high gear.

Prospects were bright for the achievement of both these aims. But the sharper nettle for American policy makers remained, relations with Britain. Secretary of State Dean Acheson told Foreign Secretary Earnest Bevin of Washington's strong feeling that Briatin, as well as Germany, should be integrated with Europe in so far as its special world position permitted. The British continued to take a dim view of "integration". In the Far East Britain and the United States appeared in harmony under the Japanese peace treaty. But on the significant question of recognizing the Chinese Communist government, Washington and London were as far apart as the dollar and the pound.

-Commercial-

NOW WE PAUSE IN THE PRESENTATION OF THE NEWS TO A MESSAG= from Newsweek, the News magazine that makes this program possible.

"COMMERCIAL"

Thanks Jerry ______. Nowthe Foreign Affairs department, we have an interesting bit from Russia. --------

COMMERCIAL COPY

DATE 11/17/49

TIME MIDDLE COMMERCIAL

60 - seconds

ANN: Almost every successful business you could name has owned much of its growth to the sparking of a single exclusive idea that answered a need. With Newsweek, that successful idea was "Periscope" -- a sharp-shooting feature giving the news behind the news and what's likely to happen next. Proof of Newsweek's Periscope value and success lies in the large number of imitations adopted by so many other magazines in the 13 years since Periscope was created. But Periscope still stands alone, often imitated - never equalled. For example: PERISCOPE told readers about the Russian atomic explosion three months before it was announced in the press. Again: four months before it happened, Periscope told readers that the British pound would be devalued. THIS is heads-up journalism -- and ONLY Newsweek provides it. Have YOU discovered Newsweek?

Now back to the News!

BROADCAST BY:

For. Affairs -

RUSSIA:

A diselusioned satellite diplomat who spent November 7 in Moscow past through Berlin last week. He gave NEWSWEEK this worm's-eye view of the Soviet Capital's celebration in honor of the 32nd anniversary of the Great October Revolution: The annual diplomatic reception at the offical Soviet guest center was given this year by Acting Foreign Minister Andrei Gromyko. Uniformed, bemetaled, self-confident Russians tackled the most lavish food and drink of recent years. Satellite diplomats were treated to heavy jokes about Marshall Tito. Westerners were merely patronized. Some of the recented it and said nothing. But the United States ambassador, Admiral Allen G. Kirk, who formally was know to his Anapolis classmates as "Hoboken Bill," overbore his overbearing hosts.

It was Marshall Sokolovsky, former Soviet commander in Germany who selected the ambassador as his target. "And what did you do in the war?", he asked Kirk, who commanded American Naval forces on D-Day. "Oh,"nothing very special," the ambassador replied. "I merely helped open the second second front." Gromyko, who interpreted, seemed baffled. "You mean the second front?" he asked Kirk.

"No, I mean the second second front. Surely you remember there was a perfectly good first second front in 1939-40." Without a word, Gromyko and Sokolovsky stalked away.

The official celebration given by the Moscow Soviet in the Bolshoi Theater introduced a new Soviet invention--an applause controlling device. A buzzer, presumablly operated by the chairman

gave the signal for the beginning and end of hand clapping during the speeches. The keynote speech delivered by Malenkoff, secretary of the Communist Party, was interupted seven times for uniform 15-second bursts of applause. At the end the buzzer sounded, and applause broke out. Three minutes the buzzer sounded again, and the applause died down almost at once.

CHINA:

The Singapore conference of Britain's representatives in the Far east wound up last week by unanimously recommending full diplomatic recognition of the Communist Regime, by the British government. Urged by the British Ambassador to China and Governor of Hong Kong,the conference warned any further delay might seriously impare British interests in the Far east. It recommended December 31st as the deadline.

The conference also advised the London Cabinet that no formal conditions should be demanded as a price of recognition. All it favored as a quid pro quo was a unilateral British statement that the Communists would be expected to honor their international obligations. If the conference recomendations are followed, Communist China's recognition would also signal the start of an intensified propaganda campaign reiterating Britain's opposition to Communism' in the Far East and elsewhere.

BUSINESS -------

The President of The U.S. got called upon last week to deny that the Administration had any intention of devaluing the dollar. The price of gold, said Mr. Truman, would not be changedas long as he was in office. Rumors that the dollar would be devalued have never been traced to any government source.

How had the rumors grown?

Gold producers both here and abroad had been plugging for an increase in the U. S. gold price for years. But no one paid much attention to the proposal until the recent wave of currency devaluations swept the world.

Once before Uncle Sam had followed the world devaluation parade. In 1934 Franklin D. Roosevelt raised the price of gold, automatically cutting the gold value of the dollar by 41%. And what happened before, shispered the gold speculators, could easily happen again.

President Truman is not likely to pull a Sir Stafford Cripps. The British Chancellar of the Exchequer denied at least a dozen times running that the pound sterling would be devalued, then proceded to devalue it. None-the-less, the Cripps precedent will help keep the rumor alive.

The inportant difference is that Cripps was forced by circumstances to devalue the British Pound. The circumstances which might force Mr. Truman to do the sameto the American dollar was no where in sight.

In 1934 the UnitedStates was suffering from a terrific deflation and a serious outflow of gold. By devaluing, Roosevelt hoped to stimulate exports and to raise prices in the United States

Business:

The aims of the Truman Adminstration today arethe direct opposite. It would like to stimulate imports to help Europe get dollars. It would also like to keep prices down. The devaluation of the dollar would cancel the benefits which foreign nations hope to gain in the American marlet through their own recent devaluation.

Politically, too, devaluation makes no sense. It was accepted in 1934 as a despirate measure by an economically despirate people. Today it would be a terrific political risk. It would please no one but the gold miners and speculators. ~~It would please no one but it~~

And the United States, unlike Briatin, can not be panicked into devaluation. If all the foreign balances in this country were withdrawn tomorrow, there would still be plenty of gold left to support the dollar at its present value.

IN PASSING:

The Begey Man

"Nowadays they want to treat this (movie) industry like a religion," complained HUMPHREY BOGART, who recently enlivened New York nightlife by escorting a panda El Morocco. "So we get stiff once in a while.....(says Bogart). WHat's wrong with that? Errol Flynn and I are the only ones left who do any good old hell raising.

MOVIES:

Here's a note for you flick goers about the British Film Industry. Last week the dollar shortage, Labor government taxes, and what several London newspapers termed "princely spending" threatened to put an end to the greatest film empire Britain ever had, the $184,000,000 (one hundred eight four million) dollar monopoly of two out of three of its main theater chain owned by a Yorkshire miller, by the name of J. Arthur Rank. In this week's Newsweek you can read John Thompson's analysis of Rank's current plight and of what his probably retirement next spring will mean to the British film industry.

COMMERCIAL COPY

DATE ____________________

TIME ____________________

11/17/49

End Commercial

ANN: "Newsweek Views the News" - A new kind of news presentation - has been presented by Newsweek Magazine and brought to you each week at this time, 8:00 to 8:15 p.m., by your Amherst Colleg Radio Station, WAMF.

Take a look at Newwweek - you'll find it's a new service unmatched by any other publication. This week's issue is now at Hastings News store, and all the drug stores in downtown Amherst. Buy your copy today. This is ____________________ speaking.

Station break!

BROADCAST BY:

Newsweek

NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

November 29, 1949

Mr. Edward R. Hopple
Public Relations Director
Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Hopple:

Herewith the index of items suggested for your December first "Newsweek Views the News" program, together with material for your use in connection with the broadcast. In an effort to save time on this end in preparing this material for you, we are experimenting this week with sending you a set of photostats of pages which have been marked for your attention. You may, of course, use any other items you wish from the magazine. If this system works out successfully, we will continue it. I'd therefore appreciate any comments you may have. As you know, I need a copy of your script as broadcast each week for my records.

I should also appreciate receiving a recording of an early Newsweek broadcast, preferably before the Christmas holidays. I hope you can arrange to have one made and billed to Newsweek, attention of Mr. F. E. Davis.

Sincerely,

Hugh D Beach

Hugh D. Beach
Public Relations Director

November 30, 1949

Newsweek Magazine
Newsweek Building
Broadway and 42nd Street
New York 18, N. Y.

Att: Hugh D. Beach
Pub. Rel. Director

Dear Sir:

Under separate cover we have sent a copy of the script used by Dick Epstein on Newsweek Views the News on his November 17th show. A misunderstanding between the program department and mine, and my unavoidable absence from school the last week left the Pub. Rel. Dept in a sort of turmoil.

You will notice that the script follows the text of the magazine very-very closely. Dick, who edits his own copy etc., thinks that the style with which you write is equally as good on the air, and that with little changes here and there - cutting and adding - that the program is very satisfactory to everyone concerned. Personally I know he does a good, if fact excellent, job. Last year he headed the station at NYU, and he has the wonderful ability to read ahead and paraphrase as he is talking. For that reason, he prefers to mark the magazine and do the show from that. We scripted it the first two times, and he and the whole staff, as well as numerous listeners who commented on it (uncluding one of the higher ups in the economics department), think that his straight away interpretation and added "ad lib" side color is what makes the show interesting. This week is the first week he is going to do it on the air without a script. By your letter I could not understand whether you want a copy of the script each time. If he does it this new way, and continues to do it thusly, it will be of great inconvenience (and impossibility) to make a script.

We do have facilities to record the program on wire, though. This is some expense, but if Newsweek wants a copy of the exact broadcast, we could wire record three or four of them on a spool and then send them to you all together.

As soon as we get facilities, we will be glad to make a transcription of the broadcast, which will give you a true reproduction. As you know, the wire does not give a reproduction good enough to use on the air., as a matter of fact, it is plain lousy. The wire would give you the content, though - just as much as a script etc. If you want us to go to this expense, please let me know and I will get the extra wire.

Enclosed also in the commercials are two "plug sheets" which show what we use to advertise the show through the week on our own station. I received the wonderful sample poster, but as yet we haven't gotten our exact "new" frequency assigned. I will wire Mr. Davis as soon we find out - probably this Thursday.

WAMF has recently entered into a new network, THE PIONEER

NETWORK between The University of Massachusetts Radio Statio and The Amherst College Radio Station. This network hookup over telephone lines enablesus to cover 6000 students, instead of just 1200 as we have in Amherst. Upon arrangement with the network officials, we are able to put advertising on this network. WMUA (The U. of Mass. station) has a policy against advertising, but they have said that we might use advertising that is assigned to the P. B. S.

If you desire to have the show that we give go out on the network, it can be arranged by the programing dept. at Mass. State. This would be the only way you could get advertising on their station, because of their policy.

I have enclosed a station contract which we use to put the shows we already have contracted for on the network. The price is paid to the network, and the contract is with the network. If you should decide to want to use the network, and we hope that you will. Attached I have put the Business Dept. data on the actual cost to NEWSWEEK. Also inclosed is a contract which would cover the whole thing.

If there are any questions on the wire, or the network, I would be glad to answer them. I hope to hear from you soon so that we might put the show on the network as quickly as possible.

Sincerely yours,

Ed Hopple
Pub. Rel.

November 30, 1949

NEWSWEEK Magazine
Newsweek Building
Broadway and 42nd St.
New York 18, N. Y.

Att: F. E. Davis
Ass. to the Publisher

Dear Sir:

We have just found out what will be the new frequency of WAMF. It will be, after all this trouble, the same as it has been 610.

As I said in my letter of the 20th of November, we can place 25 posters easily, and more if it isn't too much trouble or cost to Newsweek.

I wrote a letter to Mr. Hugh D. Beach of you Pub. Rel. Dept. earlier this evening, before I received the news of the new frequency. In that letter I mentioned to him our new network, between WMUA at the University of Mass., and WAMF. If the *Newsweek Views the News* show goes over the network, WMUA could use about the same number of posters, their frequency being 600. You can contact Mr. Beach about whether NEWSWEEK is going to do it. Financially, it's a steal for NEWSWEEK!

Thank you for your kind patience.

Sincerely yours,

Edwards R. Hopple
Pub. Rel. Dir.

November 20, 1949

Newsweek Magazine
Broadway and 42nd St.
New York, N. Y.

Att: F. E. Davis
Ass't to the Publisher

Dear Sir:

We received you sample poster to advertise NEWSWEEK's show, Newsweek Views The News. It is a wonderful means of advertising the show, and we of WAMF are sure it will do the trick.

We can place 25 posters throughout the campus without any difficulty. In our present situation, we are changing our means of transmission - which will enable more townsfolk to hear the station and improve the reception throughout the community. At this time we are not sure exactly what frequency we will be using in two weeks. Our technical dept. sent me the inclused comunique. I will send you the information just as soon as it is available to me.

Englosed also is a small clipping for the show which appeared in the Amherst Student, our school newspaper. The show will be listed with the program schedule which will begin to appear in the Student the week after Thanksgiving.

I will send the needed information to you as soon as it is received by me.

Sincerely yours,

Ed Hopple

December 1, 1949

Newsweek Magazine
Newsweek Building
Broadway and 42nd St.
New York, N. Y.

Att: Hugh D. Beach
Bublic Relations Director

Dear Sir:

We received your letter of the 29th of November with all the program material. The photostats of pages are an excellent idea from our point of view. We will be anxious to receive them weekly.

This evening we recorded the NEWSWEEK VIEWS THE NEWS show on wire tape. Because of the new system which Dick Epstein is using, the script is marked right on the photostats. This weeks show was very good. Our tape recorded is borrowed from the school, so we must purchase our own tape. It is cheaper to buy it in one-hour tapes, so that is what we bought. This first show we broadcast was on a one-half hour tape. If it is all right with you, we will hold it and put next week's show on the same tape. Then we will mail you both shows. From then on we will use hour tapes and send them to you four at a time.

In order that you may keep a record of the material we use, we will send you the photostats marked as to what we used, etc. Also enclosed weekly will be any advertisements that are put in the Amherst Student, etc. We always give 15-second spots for the show on most of the other nights, especially Wednesday and Thursday.

Newsweek may keep these tapes if they could replace them, or pay us the cost of them as follows:

1 hr. tape - $5.25 (4 casts)
½ hr. tape - 3.35

If you want to return the tapes after you've listened to them, then there would be no charge because we will use the same tape again. We regret that we are unable to take the cost of this after all that Newsweek has done for us in

making our relationship most enjoyable, but with the new equipment we are trying to get, and extra expenses that stretch our budget, we just can't quite make it. If you feel that this tape is unnecessary, and the marked material will suffice, just let us know and we won't record it any more.

We would like to call to your attention that the Special Delivery Copy which we got this morning at 11:00 a.m. was 2 hours later than the copy which I receive from my regular subscription at my own college address. We had plenty of time to work the show up, but I thought I would let you know that it didn't get here on Wednesday, and the students all got their copies at 9:00 a.m. this morning.

If there is anything that we can do for you to reciprocate for the efficient and prompt service which Newsweek has afforded us, please don't hesitate to call upon me. If there are any special announcements, or special things with which I might help you here at Amherst, I would be only too glad to oblige.

I hope the information I sent you yesterday about the Pioneer Broadcasting System, our newly organized network is understandable. I think it is a wonderful chance to get the program out to 8000 students at a price that is practically negligible. I do hope you will consider it, as I feel it will be a great benefit to Newsweek.

Sincerely yours,

Edwards R. Hopple
Pub. Rel. Dept.

Newsweek

NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

December 2, 1949

Mr. Edwards Hopple
Public Relations Director
Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Hopple:

Hugh Beach has passed to me your letter of November 30 and I am very happy to enclose herewith a signed contract covering the addition of WMUA.

Am I correct in my assumption that there will be no need for us to get in touch with WMUA as they will carry the same broadcast now going out over WAMF?

I believe that we should have no difficulty regarding the names of the bookstores mentioned in the commercials as I would assume that the same bookstores serve both Amherst and the University of Massachusetts.

In the event that WMUA would like some posters of the type we are currently printing up for you, will you be good enough to let me know their requirements as well as their dial setting.

Hugh Beach will write you separately on the other matters covered in your letter.

Sincerely,

Davis

F. E. Davis
Assistant to the Publisher

FED:emf
Enclosure

CC: Mr. Beach

THE MAGAZINE OF NEWS SIGNIFICANCE

December 7, 1949

NEWSWEEK Magazine
Newsweek Building
Broadway and 42nd St.
New York 18, New York

Att: F. E. Davis
Assistant to the Publisher

Dear Sir:

I received your letter of December 2, and was glad to see the contract for the PIONEER BROADCASTING SYSTEM. I am sure you will be pleased with the service.

WAMF will originate the broadcasts in the same manner as usual. WMUA will get our broadcast, so it will not be necessary to send them any material or contact them for anything concerning the actual broadcast.

The Lord Jeffery Amherst Bookshop serves both the University of Massachusetts and Amherst College, so everything is O.K. on that score.

Wayne Langill, Station Manager of WMUA, says that their poster distribution is about 50, including 20 dorms, and 25 or 30 bulletin boards around the campus. Their dial setting is "650" (not 600 as I stated in a previous letter). I'm sorry if my mistake has caused you any trouble.

If there are any other questions, etc., please don't hesitate to call on us. Thanks again for the network contract.

Sincerely yours,

Ed Hopple
Pub. Rel.

Newsweek

NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

December 8th, 1949

Mr. Edward Hopple
Public Relations Director
Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Hopple:

Thank you for your letter of December 1st explaining that the script form for the program as broadcast is merely a marked copy of the photostats we send you. Inasmuch as you do not use a written script, therefore, it will be all right to go along without sending us a copy.

As for sending a tape recording each week, I'd rather not go into this since we do not have a playback. I would, however, like very much to get one wax recording of one of your show~~s~~ before Christmas and another one, say, just before Spring vacation. We should be happy to pay any expense involved in getting these platters.

I understand Mr. Davis has written to you in regard to the Pioneer Network.

I am very glad that you liked the photostats as it seems to us to be the easiest way of preparing this material.

Sincerely yours,

Hugh D Beach

Hugh D. Beach
Public Relations Director

b/v

December 15, 1949

NEWSWEEK Magazine
Newsweek Building
Broadway and 42nd St.
New York 18, New York

Att. F. E. Davis
Assistant to the Publisher

Dear Sir:

I received your package of posters for WMUA, the University of Massachusetts Radio Station. They look splendid, and I have already turned them over to their Promotion Director. You may be assured that they will be used to the best advantage.

If you have any questions concerning the promotion of Newsweek Views the News, please do not hesitate to call on me.

Sincerely yours,

Ed Hopple
Public Relations

Newsweek

NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

January 3rd, 1950

Mr. Edwards R. Hopple
Public Relations Director
Statiom WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Hopple:

Attached is suggested material from the January 9th issue to be used as a basis for your January 5th "Newsweek Views the News" broadcast. This can, of course, be supplemented with items from "In Passing" and other sections of the attached book which you feel are appropriate.

Copies of the commercials to be used this week are also attached.

I hope you have had a very happy holiday and wish you the best for the New Year.

Sincerely yours,

Hugh D Beach

Hugh D. Beach
Public Relations Director

b/v

THE MAGAZINE OF NEWS SIGNIFICANCE

Persuasion: ~~00:57~~ 3:27

Wash. Trends: 01:34

Nat'l affairs: 1:27 Campaign

~~3:1~~ 2:57 For. aff: 4:08 Eliz.

40|3300 = 40x
320
100

840 / 28 = 100

Newsweek

NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

January 10th, 1950

Mr. Edward R. Hopple
Public Relations Director
Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Hopple:

Herewith material for your January 12th broadcast of "Newsweek Views the News". You will note that the commercials are the same as those used last week. We also plan to use them again on the 19th.

Sincerely yours,

Hugh D. Beach

Hugh D. Beach
Public Relations Director

b
v

Newsweek
NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

January 25, 1950

Dear Mr. Hopple:

We hope in the near future to complete our schedule of Newsweek spot announcements for your campus radio station and, as these will mention the names of our authorized agents, I know you would like a list of them in advance.

Here they are:

University Store,
Mr. Robert Harwood,
Brown University,
Providence 8, R. I.

The Amherst Student,
Mr. J. Chapel,
Amherst College,
Amherst, Mass.

It is particularly important to avoid confusion in naming the agents because these are the only ones at your college authorized to take subscriptions at the campus rates: Semester Subscription, 17 weeks for $1.25 and School Year, 35 weeks for $2.50.

We have informed these agents that spot announcements are coming up -- so they will be listening and looking for results!

Cordially,

E. Tomlinson
E. Tomlinson
Director, Special Services

ET:R:

Campus Rates: 17 weeks for $1.25 (semester rate)
35 weeks for $2.50 (school year rate)

Regular Educational Rates: 1 year $ 4.50
2 years $ 8.00
3 years $10.00

Newsweek

NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

January 31, 1950

Mr. Edwards R. Hopple
Public Relations Director
Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Hopple:

Having been out of town for a few days, your letter of January 23rd just came to my attention.

We are very pleased to learn of the additional coverage being given our program and are grateful to you for this.

You at WAMF are certainly to be congratulated on your enterprise and the work that you have done in establishing the Pioneer Broadcasting System. From the standpoint of an advertiser, I feel sure your efforts will pay off in additional contracts.

As concerns your opening on February 12th, I have discussed this with our radio editor and while I can make no definite commitments to you at this time, I feel reasonably sure that we will be able to run a story for you. Miss Forsling will get in touch with you very shortly as to the material she will require. Further, if you wish, I may possibly be able to arrange to attend the opening myself as a representative of Newsweek.

It occurs to me that with the addition of Smith and your starting to operate as the Pioneer Broadcasting System you may want new or additional posters. If so, you have only to let us know.

Sincerely,

F E Davis

F. E. Davis
Assistant to the Publisher

FED/emf

January 23, 1950

NEWSWEEK Magazine
Newsweek Building
Broadway and 42nd St.
New York 18, N. Y.

Att: Hugh D. Beach
Pub. Relations Dir.

Dear Mr. Beach:

We of station WAMF are glad to inform you that Smith College has joined the Pioneer Broadcasting System, completing the Three College network, Amherst, Smith, and the University of Massachusetts.

You have contracted to broadcast on WAMF in Amherst, and recently you signed a subsidiary contract to cover the University of Massachusetts. We have appreciated this kind coopera_tion, and since Smith College joined the network, we have decided to include them in the broadcast at no extra cost to NEWSWEEK. Thus, the broadcast originating in Amherst will be heard by our student body, the 5000 at the University of Mass., and the 2000 plus at Smith College. If there are any objections to this set up, please don't hesitate to let me know. You understand there is no extra cost to Newsweek.

This Network, The Pioneer Broadcasting System, is the first such college broadcasting network which has actual exchange of programs on lines. The Ivy League contracts advertising on a network scale but the programs originate at the individual studios. Knowing this to the the first actual college broadcasting network in the country, we are going to try to get some publicity, national if possible.

On February 12th PBS is having a grand opening at which time"higher-ups" from NBC etc. are going to be present. Included in the plans are a half hour show featuring Milton Berle, and some other entertainers which the combined schools

have connections with. Included in the plans are local publicity, both AP and UP, Life Magazine, and any others that the Public Relation Depts. of the colleges are able to contact.

In your letter of October 5th you suggested that you might be ..."happy to cooperate in any promotional activity you may suggest." - We feel that this network is pioneering in college radio, and because of the new slant it has given educational radio, we feel that it might be newsworthy to such a magazine as NEWSWEEK for the "Radio" or "Educational" sections.

We are prepared to send you all sorts of data on the network, along with pictures of broadcasting "NEWSWEEK VIEWS THE NEWS. It can be considered the first National Advertiser on the new network, and might be worked into some sort of promotional article for both the network and NEWSWEEK. All the information you might request will be sent to you, along with any kind of pictures, done by professionals, you might request. Even if we could have a short "splurt" it would help us in getting National advertising.

Anything that you might do for us would be very much appreciated. Thanks again for your kind consideration throughout the year.

Sincerely yours,

Edwards R. Hopple
Pub. Relations

ERH /jw

January 27, 1950

NEWSWEEK MAGAZINE
Newsweek Building
Broadway and 42nd Street
New York 18, N. Y.

Att: Mr. E. Tomlinson
Director, Special Services

Dear Mr. Tomlinson:

We received your letter of January 25th, and we will be glad to cooperate with the STUDENT is this drive for campus subscriptions for NEWSWEEK. We will be looking for the spot announcements in the near future.

We of the staff of the radio station would like to say that if the present agents for NEWSWEEK start having trouble, or for some reason give up their agency, WAMF would like to take on the job. We feel we have a well qualified staff for such work, and we could arrange our own advertising as we need it throughout the drive.

Sincerely yours,

Edwards R., Hopple
Pub. Relations

ERH/jw

Newsweek

NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

February 8, 1950

Mr. Edwards R. Hopple
Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Hopple:

We would be very glad to have WAMF clear Newsweek student subscriptions direct to us. A booklet is enclosed which will give you the various rates, the type of orders which receive school material and other basic information.

The station's commissions on these subscriptions will be the same as those of any other bookstore or agent, as follows:

17 Weeks for $1.25 -- YOU KEEP AS YOUR COMMISSION $ .50
and send us $.75 on each subscription

35 Weeks for $2.50 -- YOU KEEP AS YOUR COMMISSION $1.00
and send us $1.50 on each subscription

One Year for $4.50 (regularly $6.50) -- YOU KEEP AS YOUR COMMISSION $2.00
and send us $2.50 on each subscription

Two Years for $8.00 (regularly $10) -- YOU KEEP AS YOUR COMMISSION $3.50
and send us $4.50 on each subscription

Three Years for $10 (regularly $13) -- YOU KEEP AS YOUR COMMISSION $4.00
and send us $6.00 on each subscription

Clear your orders through Mrs. Virgens, College Agent Division, NEWSWEEK, 152 West 42 Street, New York 18, New York. I have asked her to send you an order book.

We are anxious to see just how many subscriptions come from WAMF and if there is anything that we can do to help promote the sale of Newsweek, please let us know.

Sincerely,

E. Tomlinson
Director of Special Services

ET:v

THE MAGAZINE OF NEWS SIGNIFICANCE

Newsweek
NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

FEB 20 1950

February 17, 1950

Mr. Edwards R. Hopple
Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Hopple:

In your letter of February 11th to Hugh Beach you mentioned write-ups of our college radio program in Billboard and the I. B. S. Bulletin. We have the Billboard article but we have not seen the I. B. S. write-up. If you have an extra copy that you can spare, we would very much appreciate your sending it to us.

Sincerely,

E. E. Davis

E. E. Davis
Assistant to the Director

Feb. 11, 1950

Newsweek Magazine
Newsweek Building
Broadway and 42nd St.
New York 18, N. Y.

Att: Hugh D. Beach
Pub. Rel. Dir.

Dear Mr. Beach:

I received your letter of Feb 7th asking about the wax recording of Newsweek Views the News as broadcast over WAMF. I am sorry we have been so long trying to get one on disc - but facilities for it are difficult for us to get. We did forward you a tape recording which was made under difficult conditions. We were unabel to get last Thursday's show on record, but we will do next week's show on record for you, although I am informed that the reproduction will not be good. You will be able to get the style etc. and you will have a good idea of how the program sounds. Next week is the first week that the program will go over the facilities of the Pioneer Broadcasting System to Smith, University of Mass., and Amherst - a total of 10,000 students and perhaps 3,000 more townsfolk.

Thank you for your patience and swell treatment of WAMF. We've read in Billboard and the I.B.S. bulletin how well you have treated college radio, and I'm sure each and every station appreciates it. I know we do!

Sincerely yours,

Newsweek

NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

FEB 20 1950

February 17, 1950

Mr. Edwards R. Hopple
Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Hopple:

In your letter of February 11th to Hugh Beach you mentioned write-ups of our college radio program in Billboard and the I. B. S. Bulletin. We have the Billboard article but we have not seen the I. B. S. write-up. If you have an extra copy that you can spare, we would very much appreciate your sending it to us.

Sincerely,

F E Davis
F. E. Davis
Assistant to the Publisher

FED/emf

MAR 9 1950

March 7, 1950

NEWSWEEK Magazine
Newsweek Building
Broadway and 42nd Street
New York 18, New York

Att: Hugh D. Beach
Pub. Relations Dir.

Dear Mr. Beach:

In conjunction with the Public Relations Directors of Amherst College, Smith College, and the University of Massachusetts the Board of the Pioneer Broadcasting System set March 22, as the definite date for the PBS formal opening. In your letter of January 31, you mentioned that your magazine might be able to run a story on our opening and tell the public about the Pioneer Broadcasting System. If it would be at all possible for us to receive a_ny mention in NEWSWEEK, we would appreciate it very much. We believe that the radio stations of Amherst College, Smith College, and the University of Massachusetts have really pioneered in the field of college radio by forming an actual live broadcasting network. If you think that NEWSWEEK might be interested in any pictures of the radio stations in operation let us know, for we will be glad to supply you with whatever material you might need. We are anxious to make the formal opening of the Network a big success.

We are working on our invitations at the present time and though you will receive a formal card in the near future I should like to take this opportunity of inviting you to attend the formal opening which will be held at Davis Hall on the Smith College campus.

I would appreciate it if you would let us know what can be done. Please don't fail to let me know if you wish more information, and by all means don't forget to try and be here March 22, as we are looking forward to meeting you at that time.

Sincerely yours,

JW/eh

Jerold B. Wilkoff

We would appreciate any coverage that Newsweek could give to the opening. Because

Newsweek

NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

March 17th, 1950

Mr. Edwards R. Hopple
Business Manager
Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Hopple:

Thank you for your letter of March 9th concerning the official opening of the Pioneer Broadcasting System on March 22nd.

Unfortunately, my schedule will prevent my making the trip up there although I shall be very sorry to miss the event. I am sure, however, that it will be a tremendous success -- so confident, in fact, that a considerable effort is being made to cover it in Newsweek's April 3rd "Radio" section.

In the meantime, best wishes to you and the entire PBS staff.

Sincerely yours,

Hugh D Beach

Hugh D. Beach
Public Relations Director

b/v

cc: Mr. Jerold B. Wilkoff

Newsweek

NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

March 28th, 1950

Mr. Edwards R. Hopple
Public Relations Director
Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Hopple:

Although, according to the schedule you sent us some time ago, you will not be broadcasting this week, I am sending along the magazine anyway so that you can see the story in our Radio section on the opening of the Pioneer Broadcasting System. I am enclosing also three extra copies of the issue in the hope that you won't mind passing them along to Pat Butler, Jerold Wilkoff and whomever else you think should have one.

Best wishes.

Sincerely yours,

Hugh D Beach

Hugh D. Beach
Public Relations Director

b/v

Newsweek
NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

April 4, 1950

Mr. Edwards R. Hopple
Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Hopple:

I think you know that we are especially interested in your experiences in selling subscriptions at the radio station in Amherst as yours is the only station attempting this. Therefore, I would appreciate it if you would answer these questions and give me any other information that would help us make a decision as to the advisability of selling subscriptions through college radio stations.

1. Are you actively canvassing for subscriptions or just asking listeners to send in their order to the radio station?

2. How many students are involved in your selling campaign?

3. Is it an all student project or are there some faculty advisers?

4. Are you selling Newsweek only at Amherst? If not, do you cover both Smith and the University of Massachusetts? Any other?

5. Do the same students work on sales through the year or is the sales staff changed at the semester?

6. Does your station have a permanent paid manager and sales manager?

We would like to make our plans for the next school year, so if you can give us answers to the above questions, it will be very helpful to us.

Sincerely,

E. Tomlinson

E. Tomlinson
Director of Special Services

ET:v

Newsweek
NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

May 2, 1950

Mr. Edwards R. Hopple
Amherst College Broadcasting System
Walker Hall
Amherst, Massachusetts

Dear Mr. Hopple:

Thank you very much for your very enlightening letter.

We are very interested in your plan for a printed card for incoming freshmen and we would like to get a rough draft of the card which you suggest. This seems like a splendid idea to us.

We have a new representative in the New England states, Mr. William C. Lancaster. He will call on you in the very near future and I'm sure you will find him most cooperative in working out any problems.

Sincerely,

E. Tomlinson

E. Tomlinson
Circulation Promotion Director

ET:v

Newsweek

NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

May 10, 1950

Mr. Edwards R. Hopple
Business Manager
WAMF
Walker Hall
Amherst, Massachusetts

Dear Mr. Hopple:

We will appreciate it very much if you will send us the home addresses of the graduating class of Amherst.

We are most anxious to have these so we may extend the school rate to those who are graduating this June.

Sincerely,

E. Tomlinson
E. Tomlinson
Director of Special Services

ET:v

Newsweek

NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

June 13, 1950

Mr. Edwards R. Hopple
Business Manager
WAMF
Walker Hall
Amherst, Massachusetts

Dear Mr. Hopple:

Thank you very much for the student directory which you sent us some time ago. In your letter of May 15 you offered to secure college directories of this type for us and I certainly would appreciate it if you would send us any you can secure without too much trouble.

So far we have the lists of Yale, St. Lawrence, Trinity, yours and the promise of Dartmouth's.

The next time you are in New York I hope that you will take time to stop in the office so we can sit down and talk over the possibilities of the college broadcasting stations.

Sincerely,

E. Tomlinson
E. Tomlinson
Director of Special Services

ET:v

April 15, 1950

Mr. Hugh D. Beach
Public Relations Director
NEWSWEEK Magazine
Broadway & 42nd St.
New York 18, New York

Dear Mr. Beach:

We are deeply indebted to you and NEWSWEEK for the splendid publicity we received in your magazine. I have already used the extra copies you sent me for our scrap book in addition to the copies I passed along to Jerold Wilkoff and Pat Butler. Speaking for other members of the station as well as myself, I know how pleased our parents and friends of the station were to read about the opening of PBS.

Thank you again for your help and interest in our network. We shall always try to do a good job for NEWSWEEK.

Sincerely yours,

Edwards R. Hopple
Business Manager

EH/jw

We are having printed cards which they can mail back if they want a subscription. We planned to send this to all the parents of the incoming freshmen in September. The parents will buy it for their sons, sending in the card. We will put down their college address as soon as the addresses are made known - fill out the subscripton blank and send it in. We will pay the whole amount and then collect through the dean's office. We feel we can easily get 150 subscriptions, and maybe alot more. In this way we are sure we will have all of Amherst reading NEWSWEEK - at any rate, we would like to have a try at it. You have the STUDENT as a representative too, so with the both of us, the place should be crawling with Newsweeks. From campus talk, and recitations in classes, Newsweek is good and rising - really giving TIME a run for their money. Indoctrination of Newsweek in the minds of college men will make it stick through the years.

As it stands, then, we aren't doing too much because of the short time left this semester. We have big plans for extensive canvassing next fall - plans which aren't going to miss a trick. If you have anything you want to tell us about canvassing - or any questions you want to ask, don't hesitate to cantact us.

One question I would like to ask: Would it be possible to sell subscriptions to faculty members who live at home- i.e., the subscriptions sent to their homes. I think a policy like this would work its way into the classroom and thus be beneficial to NEWSWEEK etc. We would appreciate information concerning the policy on this.

Thank you for the prompt service you have rendered. We sincerely believe that we will be able to do NEWSWEEK justice in the fall and make some valuable revenue for ourselves.

Sincerely yours,

Edwards R. Hopple
Business Manager

ERH/weh

May 3, 1950

Newsweek Magazine
Newsweek Building
Broadway and 42nd St.
New York, N. Y.

Dear Sirs:

Enclosed please find the WAMF bill for NEWSWEEK VIEWS THE NEWS for the past month's broadcasts. Also enclosed is the bill for next month running through May 25th and completion of the current contract.

In book keeping we prefer to have all accounts cleared up before we go home for vacation so as not to have accounts receivable or so as not to keep checks out over the summer. Please understand that Newsweek is under no obligation to pay for the last broadcasts in advance, but we though it might simplify bookkeeping all around. If you prefer to wait until after the shows have been broadcast, that will be O. K. If for some reason a broadcast should not be aired, you would receive a rebate for the broadcast from us.

Thank you for your wonderful cooperation, and we hope that next year you will number us among the stations with whom you deal.

Sincerely yours,

Edwards R. Hopple
Bus. Mgr.

ERH/weh

Enc. 2

IF "610 ON YOUR DIAL"

OLLEGE BROADCASTING SYSTEM WALKER HALL • AMHERST, MASS.

June 5, 1950

Newsweek Magazine
Newsweek Building
Broadway and 42nd Street
New York, N. Y.

Att: Hugh Beach

Dear Mr. Beach:

The whole staff of WAMF and the Pioneer Broadcasting System wich to thank you and the staff of NEWSWEEK for the wonderful cooperation in the past year.

The "Newsweek Views the News" show which originated in the studios of WAMF was well received both here and at Smith and the University of Mass. We thank you for the posters etc. which not only publicised NEWSWEEK but also added prestige to our stations.

Your representative, Mr. Lancaster (I think it was he - at any rate, a young, very pleasant fellow) stopped by to see us and look at the station. Perhaps he can give you an idea of our set-up. He mentioned saving a time after 10:00 p.m. for the show next year. We will do our best, which I'm sure will be satisfactory to you, if you plan to continue the show. From what I've heard it is well received all along the line - i.e., Trinity at WRTC, Wesleyan at WESU etc. It is a wonderful way to give publicity to NEWSWEEK in the ears and eyes of future business_men who will be the buyers of Newsweek tomorrow, and at the same time help college organizations in the financial vein. I'm sure each and every station feels the same way.

Best wishes for a fine summer to Miss Tomlinson (we found out she's a "Miss", Mr. Davis, and the whole staff. Thanks for everything you've done for us to make our year successful.

Sincerely yours,

Edwards R. Hopple
Bus. Mgr.

ERH/weh

MF "610 ON YOUR DIAL"

COLLEGE BROADCASTING SYSTEM WALKER HALL • AMHERST, MASS.

May 15, 1950

E. Tomlinson
Director of Special Services
Newsweek Magazine
Broadway and 42nd Street
New York 18, N. Y.

Dear Sir:

I received your letter of May 10th and am happy to enclose our school directory from which can be gotten the home addresses of all those students now in Amherst College. The numbers before the names indicate all those semesters they were in in the fall of this year; i.e., those with 7's in front will graduate this June.

It occurs to me that all schools that I know publish such a booklet and it would be beneficial for you to have them. If you could coral 70 or 80 such books from prep schools, universities, colleges, ect. you could have quite a campaign. Just a thought, however.

It also occurs to me that you might have trouble getting such booklets, and we most likely would not, so if you would care to execute a campaign, WAMF would like to help you in every way possible. Some of the booklets cost money, so we would have to bill Newsweek for that, but if you would like us to start on a collection for you, I will see if I can get someone who will handle the job.

If there are any questions, don't hesitate to call on me.

Sincerely yours,

Edwards R. Hopple
Business Mgr.

ERH/weh

September 5, 1950

NEWSWEEK MAGAZINE
Educational Division
Broadway & 42nd St.
New York 18, N. Y.

Att: Miss Tomlinson

Dear Miss Tomlinson:

Enclosed you will find the sample letter WAMF has sent out to all the incoming Freshman class warming them up for NEWSWEEK.

The questionaire which they return is of no value to us because we have 5 months to find out all their interests, but it will encourage them to write back, and we'll see what percentage of them subscribe.

All the orderbooks etc. have arrived. Thanks for everything. My best to all.

Sincerely yours,

Edwards R. Hopple
Bus. Mgr.

ERH/weh

Newsweek
NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

Dear Ed,

As things stand now, we have decided to continue with our 15 minute news broadcast every thursday evening during the entire school year of 1950-1951.

Mr Davis is very anxious to get the programs started in the first week of school and in order to do that, I will need the information I have asked for on the enclosed sheet----it would be too difficult to draw up a contract at this time, but it would be understood that we will sign it when you have time to draw it up.

As for the Pioneer Network, we want to continue the same arrangement as we had last year. The programs are to be held between the hours of 9:00 and 10:00 PM with a guaranteed minimum of three thirty second commercials at the beginning, middle and conclusion of the show.

I would appreciate it if you could fill out as much information as you can and tell us where we might be able to find the answers to the questions you can't answer.

I am sorry to trouble you during the summer months----I hope that you are enjoying your vacation.

Sincerely,

Bill Lancaster

Newsweek

NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

Dear Ed,

Just a short note to let you know that we have finally approved the budget----which includes the Pioneer Network as you and I had discussed.

In your network meeting, please stress to the station managers that we expect them to back our agents who sell on the campus------by mentioning their names in our commercials and by actively helping them sell the subscriptions---if possible. We all have a lot at stake in this thing, and if your colleges produce less than we expect, we will have to discontinue the college programs----which is the last thing in the world I want to do. I have written all the managers and have told them what the situation is----I hope that they understand.

Good luck----I'll see you soon.

As ever,

Bill Lancaster

ewsweek NEWSWEEK BLDG., BROADWAY *and* 42nd STREET, NEW YORK

September 19th, 1950

. Richard Epstein
MF Walker Hall
herst College
herst, Massachusetts

ear Mr. Epstein:

nce your "Newsweek Views the News" program will start shortly you may be terested in having the enclosed advance copy of the September 25th issue and mple script prepared for the guidance of those college stations whose broadcasts the program start this week.

r future programs you will receive both an advance copy of the magazine, mailed ecial delivery each Tuesday, and photostated tearsheets of stories marked for se in the preparation of your script which can be, generally, along the lines f the enclosed sample. This suggested script is just for your guidance. It may e that your audience will require a wider variety of news, in which case you can ound out the program with items from Periscope, Washington Trends, Business Trends, n Passing, and additional "back of the book" material.

e should like to receive each week a copy of your script as broadcast, and periodically, ay four times during the year, a wax recording of the current broadcast. The cost of he latter will be assumed by Newsweek and the bill for this service should be sent to r. F. E. Davis, Assistant to the Publisher.

s you doubtless know, it is the practice in all radio stations, commercial and therwise, to maintain "benevolent protection" in behalf of clients who sponsor ews broadcasts. I am sure, therefore, that if any story appearing in Newsweek agazine which you plan to use should be seriously affected by occurences between the ates of its printing and your broadcast, you will do the necessary editing to keep he material factually correct.

lso enclosed are copies of opening, middle, and closing commercials. The 15-second pening and closing commercials will remain standard throughout the year. The iddle commercial, which is 60 seconds, will change with each broadcast and a new ne will be supplied to you each week. It is suggested that you check with your gent, Edward Hopple, WAMF, Walker Hall, to determine how he wishes his name and ddress to be quoted in the commercial.

e hope these arrangements will be satisfactory and are looking forward to a mutually rofitable year. Please do not hesitate to let me know if you should have any uggestions or criticisms.

Sincerely yours,

Hugh D. Beach

Hugh D. Beach
Public Relations Director

/v

September 28, 1950

NEWSWEEK MAGAZINE
Broadway and 42nd St.
New York, N. Y.

Att: Hugh Beach

Dear Sir:

We have received the Newsweek for NEWSWEEK VIEWS THE NEWS for this week. I am confident it will be handled well. The University of Mass. and Smith will be going next week and the whole PBS system will carry it weekly at $4.90 per station per week as in my letter.

We are happy to announce that AIC, American International College in Springfield is now associated with PBS, and they are going to take our programs by wire. Their outlet is WSFL, Springfield FM and AM - meaning that they cover AIC and all the 400,000 in Springfield. We have special arrangement with them in that they will accept advertising from PBS. This means that NEWSWEEK VIEWS THE NEWS can go over their outlet for the $4.90, which would give us the 4 stations. If this is combatable with your budget, we would be very glad to have the contract read for the four stations - if hot, we will continue on the three as the agreement now stands. This is a wonderful outlet, and practically cheap as dirt - the same time bought on the station would be about $25.00 etc. in Springfield.

I await hearing from you concerning this. I personally think it is a wonderful opportunity. With excellent radio facilities, you could possible hear the programs in NEW YORK.

Sincerely yours,

Edwards R. Hopple
Bus. Dept.

ERH/weh

Newsweek

NEWSWEEK BUILDING • BROADWAY AND 42ND STREET
NEW YORK 18

Dear Ed,

Mr. Davis has just written me asking for details of your mailing to incoming freshmen; he wants to know how many were sent out, how many subscriptions were received as a result, and he wants a sample of the letter.

I would appreciate it if you would send him all the data — I am sorry to bother you with this, but we are anxious to learn just how successful this sort of thing can be — and I gathered from you that it was very successful.

Also - you might mention that you would be very glad to have him come up for a day or a weekend.

Thanks,

Bill Lancaster

Newsweek

NEWSWEEK BUILDING · BROADWAY AND 42ND STREET
NEW YORK 18, NEW YORK

EXECUTIVE OFFICES

November 2, 1950

Mr. Edwards R. Hopple
The Pioneer Broadcasting System
Walker Hall
Amherst, Massachusetts

Dear Mr. Hopple:

Thanks very much for your letter of October 31st enclosing the contract covering our "Newsweek Views the News" broadcasts over the Pioneer Network. A signed copy of the contract is enclosed herewith.

As soon as possible, I would very much appreciate your letting me have a complete listing of dates off the air on all of the stations concerned so that our records will be complete here in New York.

Thanks also for the information on your mailing to incoming freshmen. I would say that this was tremendously successful and that you are very much to be congratulated on a bang-up job. Please do follow through on this and let me have a detailed report for I certainly believe that we will want to repeat and expand this experiment next year.

I hope that you will be able to get to New York during your Thanksgiving recess and will look forward to seeing you at that time.

Sincerely,

F. E. Davis
Assistant to the Publisher

Encl.

Newsweek

NEWSWEEK BUILDING · BROADWAY AND 42ND STREET
NEW YORK 18, NEW YORK

EXECUTIVE OFFICES

December 15, 1950

Mr. Edwards R. Hopple
Station WAMF
Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

Dear Mr. Hopple:

Thanks very much for your note of December 11th enclosing samples of the Time Letter-Judging Contest. We appreciate your thinking of us.

The results of our school and college program with which we are experimenting in the New England area have to date been quite encouraging and I honestly feel that before long we will have developed this into a very effective program. Incidentally, we are certainly pleased with the job that you have been doing for us at Amherst.

Thank you again for sending this material and I hope that I will have the opportunity to meet you in the near future.

Sincerely,

F E Davis

F. E. Davis
Assistant to the Publisher

October 9, 1950

NEWSWEEK MAGAZINE
Broadway and 42nd St.
New York, N. Y.

Att: F. E. Davis
Assistant to the Publisher

Dear Sir:

I was happy to hear your reply to the network taking American International College into the NEWSWEEK VIEW THE NEWS Show. It should be good for both Newsweek and the network.

During the middle commercial we go "local", i.e., each station puts in its own middle commercial, dispatched from network headquarters. AIC radio station is going to act as agent there. I will give them all the details concerned with being an agent. Any correspondence with them can go to Radio Station, American International College, Springfield, Mass.

I look forward to meeting you in New York sometime - excuse the typing mistakes, but the machine seems to want to jump.

Sincerely yours,

Edwards R. Hopple
Bus. Dept.

ERH/weh

FOLLOWING ARE LETTERS AND MEMORANDA FROM FACILITIES WHICH THE STATION CONTRACTED FOR.

1) NEW ENGLAND TELEPHONE & TELEGRAPH

This company rents us all the line for network operations, play-by-play facilities, and local service. We also rent on campus lines from them.

Through the efforts of the Business Dept. of WAMF, The IBS system, and NET&T we were able to get the taxes removed from our line charges. This amounted to a credit with the company for past taxes paid, and totaled well over $100.00 -- which meant we saved 20% costs in the future and received $100 credit on the company's books.

2) Western Union Telegraph Co. -- These negotiations were for the installation of Western Union Clocks in the stations on the network. These clocks are still being used, in that they are a necessary part of network operations.

3) Intercollegiate Broadcasting System -- A system which helps college radio. WAMF soon became too advanced forit, and dropped membership. It has recently revived, but seems to exist and nothing more. WAMF is NO LONGER A MEMBER.

4) Suppliers, Creditors, etc. -- Letters and correspondence concerning them.

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

295 Worthington Street
Springfield, Massachusetts
November 2, 1949

W A M F
Amherst College
Amherst, Massachusetts

Attention: Mr. Ed Hopple

Dear Mr. Hopple:

Thank you for your letter expressing appreciation for the telephone service which we furnished you. Your expression of gratitude will be conveyed to my associates who were responsible for installing and maintaining your service.

If I can be of any further assistance to you, please call me.

Very truly yours,

George K. Beck

Special Representative

Our Telephone lines

FEB 11 1950

Program Channel - Schedule F

D. K. E. House to Studio PLP 8
62 Snell Street to Studio PLP 8
19 Nham. Rd. to Studio PLP 8
Theta Delta Chi to Studio PLP 10
Additional terminal Central Office to 129 S. Pleasant St PLP - 10
Additional Terminal Central Office 46 Boltwood Ave. PLP 10
Phi Delta Theta House to Studio PLP 11
Stockbridge Hall Univ. of Mass. to Studio PLP 16
New Eng. T. & T. Central Office to Studio PLP 17 1/5-1/31

Alumnae Gym to Studio PLP 18 1/5-1/31

February 16, 1950

New England Tel. & Tel.
1 New South Street
Northampton, Mass.

Dear Sirs:

WAMF pays quite alot in United States Government taxes on its telephone bill, and recently the Intercollegiate Broadcasting System has informed us that we may be eligible for rebates on telephone bills we pay for broadcasting.

They suggested we write the telephone Co. asking for a "U. S. Tax Exemption Certificate", which we fill out and file according to the IBS information.

We would appreciate it if you would forward a few of such forms to us, so that we may file them with Uncle Sam.

Thank you for your kind attention.

Sincerely yours,

Edwards R. Hopple
Bus. Mgr.

ERH/jw

Return to:

W A M F
AMHERST COLLEGE RADIO STATION
WALKER HALL, AMHERST, MASS.
TELEPHONE 1050 - EXT. 239

Rec'd -

FEB 27 1950

February 16, 1950

New England Tel. & Tel.
1 New South Street
Northampton, Mass.

Dear Sirs:

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Sincerely yours,

Edwards R. Hopple
Bus. Mgr.

ERH/jw

INTERCOLLEGIATE
BROADCASTING
SYSTEM

TODD UNION, UNIVERSITY OF ROCHESTER, ROCHESTER 3, N. Y.

24 February 1950

28

Mr. Edwards R. Hopple
Station WAMF
Amherst College
Amherst, Mass.

Dear Mr. Hopple:

Regarding your special delivery letter just received, here is the slight additional information I can supply over and above that contained in my letter of 15 February.

From my reading of a letter from the Internal Revenue Bureau the telephone tax is imposed by the authority of "section 3465(a)(2)(A) of the Internal Revenue Code, as amended".

"Leased wires utilized in the transmission of programs from one campus radio station to another and from remote pick-up stations to individual stations" are exempted "under the provisions of section 3465(b) of the Internal Revenue Code, as amended" from this tax.

The quotations are from [illegible] from Charles J. Valaer, Deputy Commissioner, Bureau of Internal Revenue, addressed to our Washington office.

To sum up, there is no law exempting campus radio stations as such. Instead, Commissioner Valaer's letter simply applies the same tax exempt clause applying to standard commercial broadcast stations to IBS and its stations.

I hope this information is satisfactory for your purposes. Should it not be, I will take the matter up with George Abraham and our legal counsel in Washington. At any rate, please notify me of the results of this matter so that I may have the information available for other stations.

Very truly yours,
INTERCOLLEGIATE BROADCASTING SYSTEM

George I. McKelvey

George I. McKelvey III
Business Manager

Officers
GEORGE ABRAHAM, Chairman
DAVID W. BORST, Operations Manager
GEORGE I. McKELVEY III, Business Manager
HERBERT B. BARLOW, Engineering Director
ANATOLE BROWDE, Station Relations Manager
HOWARD C. HANSON, Program Manager

Board of Directors
ROGER CLIPP, General Manager, WFIL, Philadelphia, Pa.
JOHN C. CRABBE, Director of Radio, College of the Pacific, Stockton, California
GUY DELLA CIOPPA, Assistant to Chairman of the Board,
FRANKLIN DUNHAM, Chief, Educational Uses of Radio, Federal Security Agency, Washington, D. C.
ROBERT B. HUDSON, Director of Education, Columbia Broadcasting System, New York
LEO MARTIN, Chairman, Radio Department, University of Alabama, University, Alabama
MORRIS NOVIK, Executive Secretary, National Association of Educational Broadcasters, New York
JUDITH WALLER, Director, Public Service Department, National Broadcasting Company, Chicago, Illinois
HAROLD WEISS, Director of Radio, Southern Methodist University, Dallas, Texas

INTERCOLLEGIATE
BROADCASTING
SYSTEM

TODD UNION, UNIVERSITY OF ROCHESTER, ROCHESTER 3, N. Y.

Return to!
WAMF
AMHERST COLLEGE RADIO STATION
WALKER HALL, AMHERST, MASS.
TELEPHONE 1050 - EXT. 239

Rec'd - FEB 27 1950

24 February 1950

28 MA

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Station WAMF
Amherst College
Amherst, Mass.

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Very truly yours,
INTERCOLLEGIATE BROADCASTING SYSTEM

George McKelvey
George I. McKelvey III
Business Manager

Executive Officers
GEORGE ABRAHAM, Chairman
DAVID W. BORST, Operations Manager
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JUDITH WALLER, Director, Public Service Department, National Broadcasting Company, Chicago, Illinois
HAROLD WEISS, Director of Radio, Southern Methodist University, Dallas, Texas

N. E. T. & T. CO
BUSINESS OFFIC
RECEIVED
MAR 16 A.M.
Ack'd by________ on________
To____________________
DISPOSAL:____________ TEL. ☐ VI ☐

W A M F
AMHERST COLLEGE RADIO STATION
WALKER HALL, AMHERST, MASS.
TELEPHONE 1050 - EXT. 239

FEB 27 1950

February 27, 1950

New England Tel. & Tel.
1 New South St.
Northampton, Mass.

Att: Mr. Dunn

Dear Sir:

I wrote the IBS for a reference for the law concerning our exemption from the Fed. tax on remote telephone laws. I am enclosing the letter which the IBS Business Mgr. sent be, including the references and added information concerning it.

We would appreciate having the letter back for our files after the information is utilized.

Thank you for your interest and cooperation.

Sincerely yours,

Edwards R. Hopple
Business Manager

ERH/weh

Enc.

N. E. T. & T. C
BUSINESS OFF
RECEIVED
MAR 1 A.M.
Acted by______ On
To______
DISPOSAL:

March 9, 1950

New. Eng. Tel. & Tel.
1 N. So. Street
Northampton, Mass.

Att: Mr. Dunn
Manager

Dear Sir:

I received your letter about our playing the transcriptions over the Pioneer Broadcasting System as a public service feature.

If your Kiwanis Club purchases these records, we will be able to play them on a three school basis once a week until school is out, or ten weeks. We would be glad to do our best to get the other ones in, but it would be at unscheduled intervals.

We are very much interested in public works and public service features, and this seems to be a wonderful idea. You can count on our wholehearted support.

Thanks for thinking about us, and thanks for everything you have done for PBS.

Sincerely yours,

Edwards R. Hopple
Bus. Mgr. WAMF

ERH/weh

We would appreciate any coverage that Newsweek could give to the opening. Because

INTERCOLLEGIATE
BROADCASTING
SYSTEM

2808 ERIE STREET, S. E., WASHINGTON 20, D. C.

April 5, 1950

Mr. Edwards R. Hopple
Station WAMF
Amherst College
Amherst, Massachusetts

Dear Edwards:

In accordance with your request and George McKelvey's memorandum, I have sent a letter (copy enclosed) to the New England Telephone and Telegraph Company at North Hampton together with a photostatic copy of the letter from the Bureau of Internal Revenue exempting IBS from Federal lines tax. I trust that this will provide the information the Telephone Company needs.

So as not to complicate matters any more than necessary in my letter to the Telephone Company, since you have had enough trouble straightening them out on the ruling, I did not go into the point that the ruling is being applied to full members of IBS only. Instead, let me support Mr. McKelvey's suggestion that Station WAMF apply for full membership in order that there be no question regarding its exempt status under the ruling and subsequent interpretation by the Bureau. Toward this end we shall be glad to help the station qualify for the requirements of membership by providing the engineering or other assistance that may be needed.

You may be interested to know that Leonard Trester, former Station Manager of WAMF, has offered to do some of the IBS work as a member of the System's staff. He was married recently and is living on a farm near Warrenton, Virginia. During the summer of 1948 he was acting Station Relations Manager of IBS.

If you have any more problems with the Telephone Company do not hesitate to call on us.

Sincerely yours,

George Abraham

George Abraham
Chairman

ecutive Officers
GEORGE ABRAHAM, Chairman
DAVID W. BORST, Operations Manager
GEORGE I. McKELVEY III, Business Manager
HERBERT B. BARLOW, Engineering Director
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JUDITH WALLER, Director, Public Service Department, National Broadcasting Company, Chicago, Illinois
HAROLD WEISS, Director of Radio, Southern Methodist University, Dallas, Texas

April 5, 1950

Mr. W. W. Dunn
Business Office
New England Telephone and Telegraph Company
North Hampton, Massachusetts

Dear Mr. Dunn:

At the request of Station WAMF at Amherst College, I am enclosing a copy of a letter of December 8 from the Bureau of Internal Revenue exempting the Intercollegiate Broadcasting System and its stations from payment of federal tax for the use of telephone lines.

This decision has been further clarified in recent conferences at the Bureau of Internal Revenue to apply only to IBS, to which the letter was directed, and to its member stations (i.e. those IBS stations which are operating in accordance with FCC regulations and IBS codes). Stations not affiliated with the System are not covered by this ruling and according to the Bureau will continue to be subject to the payment of federal tax for the use of telephone lines until such time as it is determined that they meet the requirements for exemption.

Of the three stations in your area, Station WAMF at Amherst is a Trial Member of IBS, Stations WMUA and WCSR at the University of Massachusetts and Smith College respectively are non-members.

If further information is required relative to this matter, please feel free to call upon us.

Very truly yours,

George Abraham
Chairman

MF
COLLEGE BROADCASTING SYSTEM WALK

amh SR1

.00*
.00*

May 19, 1950

1949	
Feb	2.61
Mar	.88
Apr	7.55
May	4.13
June	9.34
July	5.88
Aug	5.88
Sep	7.98
Oct	22.68
Nov	9.19
	9.19
1950 Jan	14.73
Feb	6.90
Mar	2.06
Apr	2.06
	111.06*
	111.06*

New Eng. Tel. & Tel.
1 New South Street
Northampton, Mass.

Dear Sirs:

Enclosed please find our payed bills which, according to our conversation of this afternoon, are eligible for rebate.

The Oct. 1949 bill is not there, but by subtraction from the dreadfully neglected balances the total can be figured out, and by figuring what lines were used it can be figured out what part was tax, at least I hope it can be figured out.

Thank you for your kind cooperation. We would appreciate having the bills back when you are through with them - no hurry.

If there are any questions, please don't hesitate to call us.

Sincerely yours,

Edwards R. Hopple
Bus. Mgr.

ERH/weh

May 1

New Eng. Tel. & Tel.
1 New South Street
Northampton, Mass.

Dear Sirs:

Enclosed please find our payed according to our conversation of this afte eligible for rebate.

The Oct. 1949 bill is not ther subtraction from the dreadfully neglected total can be figured out, and by figuring were used it can be figured out what part was tax, at least I hope it can be figured out.

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If there are any questions, please don't hesitate to call us.

Sincerely yours,

Edwards R. Hopple
Bus. Mgr.

ERH/weh

amh SA1

		.00*	G
		.00*	
1949			
	Feb	2.61	
	mar	.88	
	apr	7.55	
	may	4.13	
	june	9.34	
	July	5.88	
	aug	5.88	
	sep	7.98	
	oct	22.68	
	nov	9.19	
	dec	9.19	
1950	Jan.	14.73	
	Feb	6.90	
	mar	2.06	
	apr.	2.06	
		111.06*	
		111.06*	G

AMF

ERST COLLEGE BROADCASTING SYSTEM WALKER HALL • AMHERST, MASS.

May 19, 1950

N. E. T. & T. CO.
BUSINESS OFFICE
RECEIVED
MAY 22 A.M.
Ack'd by______________ on__________
to______________________ TEL. ☐ VIS. ☐
DISPOSAL:

New Eng. Tel. & Tel.
1 New South Street
Northampton, Mass.

Dear Sirs:

Enclosed please find our payed bills which, according to our conversation of this afternoon, are eligible for rebate.

The Oct. 1949 bill is not there, but by subtraction from the dreadfully neglected balances the total can be figured out, and by figuring what lines were used it can be figured out what part was tax, at least I hope it can be figured out.

Thank you for your kind cooperation. We would appreciate having the bills back when you are through with them - no hurry.

If there are any questions, please don't hesitate to call us.

Sincerely yours,

Edwards R. Hopple
Bus. Mgr.

ERH/weh

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

BILL NO. S.A. # 1

LETTER NO.

Amherst, Mass. February 28, 1949

ARE DUE WHEN RENDERED AND PROMPT PAY-
AT AN OFFICE OF THE COMPANY IS REQUESTED.
; SHOULD BE MADE WITHIN TEN DAYS.

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

CHARGES FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH ENDING DATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED:

am Channel - Schedule F

. House to Studio PLP 8	2/4 - 2/28	2	92
	Installation	7	50
		10	42
U. S. Gov't. Tax on 10.42 @ 25%		2	61
	Total	$ 13	03

Pd.
4/11/49
No - 4

W ENGLAND TELEPHONE & TELEGRAPH COMPANY

The address of our BUSINESS OFFICE is shown in the front part of your telephone directory.
WHEN PAYING IN CASH PLEASE PRESENT BOTH BILL AND STUB.

Date......April 30........, 1949

Cent. Off. and Tel. No.. Amh. S. A. 1............

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

Clc # 13
Ⓢ

'ICE AND EQUIPMENT†..........(Includes U. S. tax of 7.55)	37.73
IITS†..........(No. of units) (Includes U. S. tax of)	
E AND TELEGRAMS..........	
ADVERTISING†	
RGES AND CREDITS..........	
OM PREVIOUS BILL (Please deduct any portion of this balance already paid)..........	4.38
TOTAL	42.11

ıth ending date of bill

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

BILL NO. S.A. 1

LETTER NO.

Amherst, Mass. May 31, 1949

ARE DUE WHEN RENDERED AND PROMPT PAY-
AT AN OFFICE OF THE COMPANY IS REQUESTED.
S SHOULD BE MADE WITHIN TEN DAYS.

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

CHARGES FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH ENDING DATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED:

PAID

ram Channel - Schedule F

E. House to Studio PLP 8	3	50
nell Street to Studio PLP 8	3	50
ham. Rd. to Studio PLP 8	4	75
a Delta Chi to Studio PLP 10	4	75
	16	50
U. S. Gov't Tax on 16.50@ 25%	4	13
Total	20	63

7/25/49
KPB

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

Amherst, Mass. May 31, 1949

LETTER NO. ____________ BILL NO. S.A. 1

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

$ 20	63

YOU PAY BY CHECK PLEASE DETACH THIS STUB AND SEND
TH CHECK. YOUR CANCELLED CHECK WILL THEN BE YOUR
CEIPT.

R PROGRAM TRANSMISSION SERVICES FOR ONE MONTH
TE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

BILL NO. S.A. 1

LETTER NO. ____

Amherst, Mass. June 30, 1949

E DUE WHEN RENDERED AND PROMPT PAY-
AN OFFICE OF THE COMPANY IS REQUESTED.
HOULD BE MADE WITHIN TEN DAYS.

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

CHARGES FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH ENDING DATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED:

am Channel - Schedule F

. House to Studio PLP 8	3	50
ell Street to Studio PLP 8	3	50
am. Rd. to Studio PLP 8	4	75
Delta Chi to Studio PLP 10	4	75
ional Terminal Central Office to 129 S Pleasant 6/6-6/30	2	92
LP 10 Installation	7	50
ional Terminal Central Office to 46 Boltwood 6/6-6/60	2	92
PLP 10 Installation	7	50
U.S.Gov't Tax on 37.34 @ 25%	9	34
Total	46	68
Balance	20	63
	67	31

#17

7/28/49

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

BILL NO. S.A. 1

LETTER NO.

Amherst, Mass. July 31, 1949

RE DUE WHEN RENDERED AND PROMPT PAY-
AN OFFICE OF THE COMPANY IS REQUESTED.
SHOULD BE MADE WITHIN TEN DAYS.

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

CHARGES FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH ENDING DATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED:

m Channel - Schedule F

House to Studio PLP 8		3	50
ll Street to Studio PLP 8		3	50
m. Rd. to Studio PLP 8		4	75
Delta Chi to Studio PLP 10		4	75
onal Terminal Central Office to 129 S Pleasant St. PLP 10		3	50
onal Terminal Central Office 46 Boltwood Ave. PLP 10		3	50
U. S. Gov't. Tax on 23.50 @ 25%		5	88
		29	38
	Bal.	67	31 ← paid Jul 28
		96	69

29.38
7.00
1.75
38.13

YOU PAY BY CHECK PLEASE DETACH THIS STUB AND SEND
TH CHECK. YOUR CANCELLED CHECK WILL THEN BE YOUR
CEIPT.

FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH
ATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED:

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

Amherst, Mass. July 31, 1949

LETTER NO. ______ BILL NO. S.A. 1

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

$ 96	69

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

BILL NO. S.A. 1

LETTER NO.

Amherst, Mass. August 31, 1949

DUE WHEN RENDERED AND PROMPT PAY-
AN OFFICE OF THE COMPANY IS REQUESTED.
HOULD BE MADE WITHIN TEN DAYS.

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

CHARGES FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH ENDING DATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED:

m Channel - Schedule F

House to Studio PLP 8		3	50
ll Street to Studio PLP 8		3	50
m. Rd. to Studio PLP 8		4	75
Delta Chi to Studio plp 10		4	75
onal Terminal Central Office to 129 S Pleasant St. PLP 10		3	50
onal Terminal Central Office 46 Boltwood Ave. PLP 10		3	50
U.S. Gov't Tax on 23.50 @ 25%		5	88
		29	38
Bal		29	38
	$	58	76

Ck# 28
8

YOU PAY BY CHECK PLEASE DETACH THIS STUB AND SEND
TH CHECK. YOUR CANCELLED CHECK WILL THEN BE YOUR
CEIPT.

FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH
DATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

Amherst, Mass. Aug. 31, 1949

LETTER NO. ______ BILL NO. S.A. 1

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

$ 58	76

91 88

151 64

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

BILL NO. S.A. 1

LETTER NO.

Amherst, Mass. Sept. 30, 1949

DUE WHEN RENDERED AND PROMPT PAY-
N OFFICE OF THE COMPANY IS REQUESTED.
OULD BE MADE WITHIN TEN DAYS.

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

CHARGES FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH ENDING DATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED:

Channel - Schedule F

House to Studio PLP 8		3	50
l Street to Studio PLP 8		3	50
. Rd. to Studio PLP 8		4	75
elta Chi to Studio PLP 10		4	75
nal Terminal Central Office to 129 S Pleasant St. PLP 10		3	50
nal Terminal Central Office 46 Boltwood Ave. PLP 10		3	50
ta Theta House to Studio PLP 11	9/23 - 9/30		93
	Installation	7	50
U. S. Gov't. Tax on $ 31.93 @ 25%		7	98
ck # 30		39	91
	Bal. Pd.	~~58~~	~~76~~
	Total	$ ~~98~~	~~67~~

Ck No.
28

October 28, 1949

New Eng. Tel. & Tel.
Springfield, Mass.

Att: Mr. George Peck

Dear Sir:

We of the staff of Radio Station WAMF wish to take this opportunity to thank both you and the staff of the N. E. T. & T. for the marvelous service which you have been rendering to us.

Bob Vance, our chief engineer, and the the rest of the staff regret the unnecessary trouble which we have caused you in the last few weeks.

WAMF compliments you on the efficient and promt service which you deliver. We would consider it a pleasure to help you in any way, both in connection with the station or with the college should the occasion arise.

Thank you again for everything.

Sincerely yours,

Ed Hopple
Pub. Relations

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

BILL NO. S.A. 1

LETTER NO.

Amherst, Mass. Nov.30, 1949

RE DUE WHEN RENDERED AND PROMPT PAY-
T AN OFFICE OF THE COMPANY IS REQUESTED.
SHOULD BE MADE WITHIN TEN DAYS.

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

CHARGES FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH ENDING DATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED:

Channel - Schedule F

House to Studio PLP 8	3	50
.l Street to Studio PLP 8	3	50
ı. Rd. to Studio PLP 8	4	75
elta Chi to Studio PLP 10	4	75
nal Terminal Central Office to 129 S. Pleasant St. PLP 10	3	50
nal Terminal Central Office 46 Boltwood Ave. PLP 10	3	50
ta Theta House to Studio PLP 11	3	50
idge Hall Univ. of Mass. to Studio PLP 16	9	75
U.S. Gov't Tax on $ 36.75	9	19
Total	45	94
Balance	153	32
Gr. Total	$ 199.	26

PAID
FEB 11 1950

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

Amherst, Mass. Nov.30, 1949

LETTER NO. ____________ BILL NO. S.A. 1

Amherst College Broadcasting System

Walker Hall

Amherst, Mass.

$ 199	26

YOU PAY BY CHECK PLEASE DETACH THIS STUB AND SEND
ITH CHECK. YOUR CANCELLED CHECK WILL THEN BE YOUR
ECEIPT.

S FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH
DATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED:

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

BILL NO. S.A. 1

LETTER NO.

Amherst, Mass. Dec., 31, 1949

DUE WHEN RENDERED AND PROMPT PAY-
AN OFFICE OF THE COMPANY IS REQUESTED.
HOULD BE MADE WITHIN TEN DAYS.

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

CHARGES FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH ENDING DATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED:

Channel - Schedule F

ouse to Studio PLP 8	3	50
Street to Studio PLP 8	3	50
Rd. to Studio PLP 8	4	75
lta Chi to Studio PLP 10	4	75
al Terminal Central Office to 129 S. Pleasant St. PLP 10	3	50
al Terminal Central Office 46 Boltwood Ave. PLP 10	3	50
a Theta House to Studio PLP 11	3	50
dge Hall Univ. of Mass. to Studio PLP 16	9	75
U.S. Gov't Tax on $ 36.75	9	19
Total	$ 45	94
Balance	159	35 — #35
Gr. Total	$ 205	29

PAID
FEB 11 1950

OU PAY BY CHECK PLEASE DETACH THIS STUB AND SEND
H CHECK. YOUR CANCELLED CHECK WILL THEN BE YOUR
EIPT.

FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH
ATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED:

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

Amherst, Mass. Dec. 31, 1949

LETTER NO. ______ BILL NO. S.A. 1

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

$ 205	29

RECEIPT FOR PAID BILL:

WAMF Business Dept. B-1

TO: New Eng Tel & Tel

W A M F
T COLLEGE RADIO STATION
ER HALL, AMHERST, MASS.
EPHONE 1050 - EXT. 239

PAID
FEB 11 1950

WAMF CHECK NO. 71

DATE PAID FEB 11 1950

PAID BY: GRH

DEPT. Tech

AMOUNT PAID:

$ 119.57

REMARKS: Remote lines etc - 1/31/50

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

BILL NO. S.A. 1

LETTER NO.

Amherst, Mass. Jan. 31, 1950

DUE WHEN RENDERED AND PROMPT PAY-
N OFFICE OF THE COMPANY IS REQUESTED.
OULD BE MADE WITHIN TEN DAYS.

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

CHARGES FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH ENDING DATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED:

ram Channel - Schedule F

. E. House to Studio PLP 8	3	50
nell Street to Studio PLP 8	3	50
ham. Rd. to Studio PLP 8	4	75
a Delta Chi to Studio PLP 10	4	75
tional Terminal Central Office to 129 S. Pleasant St. PLP 10	3	50
tional Terminal Central Office 46 Boltwood Ave. PLP 10	3	50
Delta Theta House to Studio PLP 11	3	50
kbridge Hall Univ. of Mass. to Studio PLP 16	9	75
England Tel. & Tel. Central Office to Studio PLP 17 1/5-1/31	4	12
Installation	7	50
nae Gym to Studio PLP 18 1/5-1/31	3	03
Installation	7	50
U. S. Gov't Tax on $58.90	14	73
	73	63
Bal.	45	94
	$ 119	57

$119.57

#71

PAID
FEB 11 1950

RECEIPT FOR PAID BILL: WAMF Business Dept. B-1

TO: New Eng Tel & Tel

W A M F
AMHERST COLLEGE RADIO STATION
WALKER HALL, AMHERST, MASS.
TELEPHONE 1050 - EXT. 239

MAY 3 1950

WAMF CHECK NO. 102

DATE PAID GRH

PAID BY: MAY 3 1950

DEPT. Telephone

AMOUNT PAID:

$ 62.42

REMARKS:

PBS - 1230 - $27.94
SA1 - 34.48
$62.42

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

BILL NO. S.A. 1

LETTER NO.

Amherst, Mass. Feb.28, 1950

ARE DUE WHEN RENDERED AND PROMPT PAY-
AT AN OFFICE OF THE COMPANY IS REQUESTED.
S SHOULD BE MADE WITHIN TEN DAYS.

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

CHARGES FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH ENDING DATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED:

gram Channel - Schedule F

England Tel. & Tel. Central Office to Studio PLP 17		4	75
mnae Gym to Studio PLP 18		3	50
E House to Studio PLP 8	2/1-2/19	2	22
Snell St to Studio PLP 8	2/1-2/19	2	22
Nham. Rd. to Studio PLP 8	2/1-2/19	3	01
Delta Theta House to Studio PLP 11	2/1-2/5		58
Delta Theta House to Studio PLP 10	2/6-2/19	2	22
ta Delta Chi to Studio PLP 10	2/1-2/19	3	01
itional Terminal Central Office to 129 S. Pleasant PLP 10	2/1-2/19	2	22
itional Terminal Central Office 46 Boltwood Ave 10	2/1-2/19	2	22
ckbridge Hall Univ. of Mass. to Studio PLP 16	2/1-2/5	1	63
U. S. Gov't Tax on 27.58 @ 25%		6	90
Total		34	48

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

BILL NO. S.A. 1

LETTER NO.

Amherst, Mass. March 31,1950

RE DUE WHEN RENDERED AND PROMPT PAY-
T AN OFFICE OF THE COMPANY IS REQUESTED.
SHOULD BE MADE WITHIN TEN DAYS.

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

CHARGES FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH ENDING DATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED:

Channel - Schedule F			
gland Tel. & Tel. Central Office to Studio PLP 17		4	75
Gym to Studio PLP 18		3	50
U. S. Gov't Tax on $8.25 @ 25%		2	06
Total		10	31
Balance	#102 →	~~34~~	~~48~~
		$ ~~44~~	~~79~~
		10	31

RECEIPT FOR PAID BILL WAMF Business Dept. B-1

TO: N.E.T. & T.

WAMF CHECK NO. 112

DATE PAID: MAY 17 1950

PAID BY: E.H.

DEPT. Business

REMARKS:

Telephone Service

AMOUNT PAID

$ 20.62

NEW ENGLAND TELEPHONE AND TELEGRAPH COMPANY

BILL NO. S.A. 1

LETTER NO.

Amherst, Mass. April 30, 1950

: DUE WHEN RENDERED AND PROMPT PAY-
AN OFFICE OF THE COMPANY IS REQUESTED.
HOULD BE MADE WITHIN TEN DAYS.

Amherst College Broadcasting System
Walker Hall
Amherst, Mass.

CHARGES FOR PROGRAM TRANSMISSION SERVICES FOR ONE MONTH ENDING DATE OF BILL EXCEPT WHERE OTHERWISE SPECIFIED:

m Channel - Schedule F

gland Tel. & Tel. Central Office to Studio PLP 17	4	75
e Gym to Studio PLP 18	3	50
U. S. Gov't. Tax on $8.25 @ 25%	2	06
	10	31
Balance	44	79
	$ 55	10

$ 20.62

#102
& # 112

1-39
T. CO.

MEMORANDUM

March 7 1950

ear Mr Happle:

MAR 9 1950

I happen to be chairman of Northampton iwanis Clubs Public Affairs Committee.

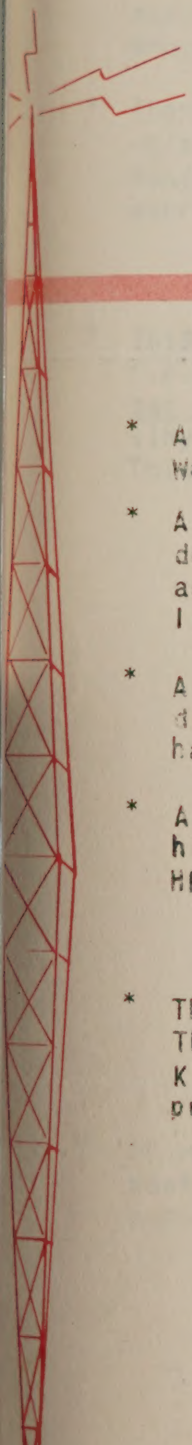
If our club purchased this album f recordings would your network accept hem on a loan basis and use them? ould all the colleges hear the program?

Please call me when you have ad a chance to think it over

W W Dunn
Manager New Eng Tel & Tel Co
N Ham 9900.

KIWANIS INTERNATIONAL

520 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS



IT'S NEW!

IT'S DIFFERENT!

"IT'S FUN TO LIVE IN AMERICA"

WHAT IS IT?

- * A completely NEW "Americanism" program designed to promote our American Way of Life.
- * A series of fourteen (14) transcribed dramatic sketches, professionally done, with at least one "big name" star in each production; stars such as JOHN WAYNE, BETTE DAVIS, ROBERT YOUNG, JOAN CRAWFORD and others of like caliber.
- * A THRILLING fifteen minute story each week for fourteen weeks--each one different--each story dramatizing the life of a noted man or woman who has "come up the hard way."
- * A POWERFUL, CONVINCING AND IRREFUTABLE CASE for "our American way"--highlights of the lives of successful men and women like THOMAS EDISON, HENRY FORD, HELEN KELLER--there are scores to choose from.

HOW WILL TRANSCRIPTIONS BE USED?

* There are more than 2,700 AM and FM radio stations in the United States. These radio stations are located in nearly 1,000 cities where we have Kiwanis clubs. Every radio station gives considerable free time for public service programs; therefore

- *every Kiwanis club, located in cities having a radio station, is URGED to purchase the fourteen transcribed dramatic sketches, turn them over to the local station for fourteen 15 minute radio programs.*

- *a short, suggested script concerning the local Kiwanis club will be provided for the announcer's use.*

* There are more than 198,000 elementary and secondary schools in America. Every Kiwanis club can make a SPLENDID CONTRIBUTION by

- *presenting these fourteen transcribed programs to at least one elementary school or high school in it's community.*

- *these outstanding productions will be excellent for history classes, civics, economics, dramatics and for assembly programs.*

* There are thousands of public libraries. Many of these libraries maintain albums of music, drama and other recorded programs. Clubs can make a worth-while contribution by presenting these fourteen transcribed programs to local libraries.

* There are occasions when the club president finds himself on the "spot"--his speaker or entertainment fails to show up! Here is the answer. A "BACKLOG" OF FOURTEEN OUTSTANDING RECORDED PROGRAMS--a "TEN-STRIKE" for every club! The recordings will not be dated.

WHAT IS THE COST?

* THIS WILL AMAZE YOU! The entire series of fourteen, 15 minute, 33-1/3 r.p.m., professionally done, transcribed dramatic programs at only $2.50 per program--only $35.00 for the fourteen. The transcriptions will be vinylite (unbreakable) and will be good for about two hundred playings. This extremely low cost is possible because

- *a group of conservative and sound-thinking people of the movie industry ARE VITALLY INTERESTED IN PRESERVING THE PRINCIPLES OF INDIVIDUAL OPPORTUNITY AND COMPETITIVE ENTERPRISE--THE FOUNDATION OF OUR AMERICAN WAY.*

- *they are familiar with Kiwanis, our ideals and our great success in distributing over 29,000,000 "IT'S FUN TO LIVE IN AMERICA" pamphlets during the past two years.*

- *and because we have assured them a participation of at least 500 to 750 clubs. THE PROGRAM CANNOT BE CARRIED OUT UNLESS A MINIMUM OF 500 ORDERS ARE RECEIVED.*

HOW TO ORDER?

* If you plan to participate in this program, please fill out the enclosed postal card and rush it to the General Office in Chicago immediately. Remember

- *we cannot start production unless sufficient orders have been received.*

- *there will be a total of fourteen transcribed programs. Cost $2.50 per program delivered --a total of $35.00 for the series. ALL ORDERS MUST BE FOR THE ENTIRE SERIES.*

- *two, four, six, or possibly eight programs will be sent to you at one time. You will not be billed until the transcriptions have been shipped.*

OBJECTIVES

* Your International Board of Trustees and we who are serving your International Committee on Public and Business Affairs for United States believe that this program provides a GREAT OPPORTUNITY FOR SERVICE by EVERY KIWANIS CLUB. If participation is sufficient, these transcribed programs will--

- *blanket the entire United States with dramatic stories of America.*
- *plant the "seeds" of INCENTIVE, AMBITION, OPPORTUNITY and the desire to maintain INDIVIDUAL FREEDOMS.*
- *actively support Kiwanis resolutions and Objectives--combatting communism, socialism and all ideologies contrary to our precepts.*
- *furnish clubs with excellent public relations media for every community. YOU WILL BE PROUD TO SPONSOR THESE PROGRAMS.*

CONCLUSION

Fellow Kiwanians, this is your program. If you desire that we produce this transcribed series--if a sufficient number of clubs want it, we will proceed at once. With your cooperation we can make a great contribution to our American Way--we can KEEP IT FUN TO LIVE IN AMERICA! Please let us hear from you soon.

Cordially yours,

Everett Millican

G. EVERETT MILLICAN, Chairman
Committee on Public and Business
Affairs - United States

Committee:

G. Everett Millican, P. O. Box 1704, Atlanta 1, Georgia
Joe T. Dehmer, P. O. Box 978, Jackson, Mississippi
Ben H. Hazen, Benjamin Franklin Savings and Loan Association,
517 Southwest Stark Street, Portland 4, Oregon
Maurice J. Sopp, 5801 Pacific Boulevard, Huntington Park, California
Channing S. Walker, Seventh and K Streets, S. W., Wasington 4, D. C.

P. S. A number of proposals have been received relative to reprinting the twenty-four issues of our "IT'S FUN TO LIVE IN AMERICA" series into a single volume. The following page outlines this proposal. Won't you please read it and let us know of your interest in this as well.

January 19, 1950

Western Union Telegraph Co.
Springfield, Mass.

Dear Sirs:

The radio stations of Amherst College, Smith College, and The University of Massachusetts have joined in a network called the Pioneer Broadcasting System.

Because of this network, syncronized timing is essential. We understand that Western Union has such clocks in Amherst at the Bank.

We would appreciate it if you would send us details as to the cost of your timing service to an educa_tional institution, and perhaps the stations of all colleges.

Thank you for your kind consideration. We will look forward to hearing from you.

Sincerely yours,

Edwards R. Hopple
Pub. Rel.

ERH/jw

Edwards P. Hopple

THE WESTERN UNION TELEGRAPH COMPANY
180 WORTHINGTON STREET
SPRINGFIELD, MASS.

B. F. TALLMAN
SUPERINTENDENT

February 17, 1950

Radio Station W A M F
Amherst, Mass.

ATTENTION: MR. VANCE

Gentlemen:

We are sending you application for time service to be furnished you at Amherst and State Universities. To avoid any further delays the clocks have already been ordered.

Will you please sign and return original, keeping copy for your own records.

Very truly yours,

B.F. Tallman.

Superintendent

BFT:rd
Enc.

File
RV

Form 225-C

SUBSCRIBER'S COPY

APPLICATION FOR TIME SERVICE

Springfield, Mass., February 17 19

'o The Western Union Telegraph Company

Please furnish Radio Station W.A.M.F,

at Amherst, Mass with your Time Signal Service and

Four Style No. 37-SS Synchronized Self-Winding Clock, with 15 inch Dial

with ~~without~~ Seconds hand and Bronze finished case, the charge for the service to be

$ 8.00 per month, to be paid ~~monthly~~ quarterly in advance.

The Telegraph Company will furnish correcting signals derived from the United States Naval Observatory.

The clocks furnished are the property of the Self-Winding Clock Company of New York, and shall be carefully used by the subscriber and turned over to the Telegraph Company upon termination of this contract. No connections of any kind shall be made to them without the Telegraph Company's approval.

The service may be terminated by either party upon thirty days' notice, and upon termination the telegraph company may remove said clock.

Subscriber also agrees to pay $10.50 monthly facility rental charge.
also one single ~~fk~~ charge ofm $35 for installation

The College Radio Network pbs In The Pioneer Valley

THE WESTERN UNION TELEGRAPH COMPANY
60 HUDSON STREET
NEW YORK 13, N.Y.

H. C. ALTON
GENERAL SALES MANAGER

MAR 1 1950

February 28, 1950

Mr. Jerold B. Wilkoff
The Pioneer Broadcasting System
Walker Hall
Amherst College
Amherst, Massachusetts

Dear Mr. Wilkoff:

I understand now that the time service matter about which you wrote me February 11 has been settled to your satisfaction. I regret the poor handling in the first instance by our local people that made it necessary for you to write me. However, your difficulties did highlight an unsatisfactory condition and gave us an opportunity to correct it so that you or any other customer will not be inconvenienced in the future.

Thank you for calling the matter to my attention.

Sincerely,

H. C. Alton

The College Radio Network **pbs** In The Pioneer Valley

THE PIONEER BROADCASTING SYSTEM

WALKER HALL
AMHERST, MASSACHUSETTS

March 10th, 1950

Mr. B. F. Tallman
Western Union Telegraph Company
180 Worthington Street
Springfield, Massachusetts

Dear Mr. Tallman:

Enclosed you will find the originals, signed, of the additional applications for time service in Studio "C" at WAMF at Amherst College and for the main studio at WCSR in N'Hton. No remittance accompanies these forms because, while payment in advance is stipulated, no indication is given of when your quarters begin and end.

~~Your sending me a form for the WAMF clock only and not for the clock to be installed at WCSR in Northampton leads me to believe that there has been a misunderstanding regarding the billing for this service.~~ As WAMF, WCSR, and WMUA are all affiliates of the Pioneer Broadcasting System, we would prefer that a composite bill covering the entire service at all three locations be rendered to PBS in Amherst. This applies both to the installation charge and to the quarterly charge for six clocks. Please direct your bills for this service to Edwards R. Hopple, Treasurer, Pioneer Broadcasting System, Walker Hall, Amherst College, Amherst.

I would appreciate any information your engineering department might have available about the possibility of installing one SPST relay on the synchronizing circuit at WAMF, to be used to actuate an audio tone beep for broadcast purposes. It has occured to me that your engineers might be able to specify some such relay which would be acceptable to the Company and would not affect the time service, but which would greatly simplify our establishing a precise time tone to be broadcast on the hour.

Sincerely yours,

Robert R. Vance, Jr.
Robert R. Vance, Jr.
President

RV:weh
Enc. - 1

MAR 13 1950

THE WESTERN UNION TELEGRAPH COMPANY
180 WORTHINGTON STREET
SPRINGFIELD, MASS.

B. F. TALLMAN
SUPERINTENDENT

April 10, 1950

Mr. Robert R. Vance, Jr.
Pioneer Broadcasting System
Walker Hall
Amherst, Mass.

Dear Mr. Vance:

In your letter of March 13th, you questioned the availability of synchronization service at WAMF, to be used to actuate an audio tone beep for broadcast purposes.

Our Plant Department report is that you would have to purchase a type 3C relay, which would cost about $10. We will attach it to the clock and bring this service to it. The rental for the hourly signal would be $1.50 per month. There also would be an initial connecting charge of about $5. If you are interested in getting this service, will you please sign the application attached to this letter, keep one copy for your records, and return the original to us.

Very truly yours,

B.F. Tallman
Superintendent

BFT:rd
Enc.

Form 225-C

SUBSCRIBER'S COPY

APPLICATION FOR TIME SERVICE

Springfield Mass March 3 19 50

To The Western Union Telegraph Company

Please furnish Radio Station W.A.M.F.

at Smith College Northampton Mass with your Time Signal Service and

one Style No. 37SS Synchronized Self-Winding Clock, with 15 inch Dial

with ~~without~~ Seconds hand and bronze finished case, the charge for the service to be

$ 2.00 per month, to be paid ~~monthly~~ quarterly in advance.

The Telegraph Company will furnish correcting signals derived from the United States Naval Observatory.

The clocks furnished are the property of the Self-Winding Clock Company of New York, and shall be carefully used by the subscriber and turned over to the Telegraph Company upon termination of this contract. No connections of any kind shall be made to them without the Telegraph Company's approval.

The service may be terminated by either party upon thirty days' notice, and upon termination the telegraph company may remove said clock.

Subscriber also agrees to pay [illegible] $4.50 monthly facility
rental charge also one payment $3.50 setting up charge

Form 225-C

ORIGINAL

APPLICATION FOR TIME SERVICE

Springfield, Mass., Apr. 10 19 50

To The Western Union Telegraph Company

Please furnish Radio Station, W M A F

at Amherst, Mass. with your Time Signal Service and

Style No. Synchronized Self-Winding Clock, with inch Dial

with / without Seconds hand and finished case, the charge for the service to be

$ 1.50 per month, to be paid monthly / quarterly in advance.

Synchronizing service only

The Telegraph Company will furnish correcting signals derived from the United States Naval Observatory.

The clocks furnished are the property of the Self-Winding Clock Company of New York, and shall be carefully used by the subscriber and turned over to the Telegraph Company upon termination of this contract. No connections of any kind shall be made to them without the Telegraph Company's approval.

The service may be terminated by either party upon thirty days' notice, and upon termination the telegraph company may remove said clock.

Form 225-C

SUBSCRIBER'S COPY

APPLICATION FOR TIME SERVICE

Springfield, Mass March 9 19 50

To The Western Union Telegraph Company

Please furnish Radio Station W.A. M. F.

at Amherst Mass with your Time Signal Service and

One Style No. 37-SS Synchronized Self-Winding Clock, with x 15 inch Dial

with ~~without~~ Seconds hand and bronze finished case, the charge for the service to be

$ q 2.00 per month, to be paid ~~monthly~~ quarterly in advance.

The Telegraph Company will furnish correcting signals derived from the United States Naval Observatory.

The clocks furnished are the property of the Self-Winding Clock Company of New York, and shall be carefully used by e subscriber and turned over to the Telegraph Company upon termination of this contract. No connections of any kind shall made to them without the Telegraph Company's approval.

The service may be terminated by either party upon thirty days' notice, and upon termination the telegraph company ay remove said clock.

CLASS OF SERVICE

This is a full-rate Telegram or Cablegram unless its deferred character is indicated by a suitable symbol above or preceding the address.

WESTERN UNION

W. P. MARSHALL, PRESIDENT

1201

SYMBOLS

DL = Day Letter
NL = Night Letter
LC = Deferred Cable
NLT = Cable Night Letter
Ship Radiogram

The filing time shown in the date line on telegrams and day letters is STANDARD TIME at point of origin. Time of receipt is STANDARD TIME at point of destination

(448 PM FEB 17 50)=

163 M

BA067 SSE645

B. SGA566 DH DM=SPRINGFIELD MASS 17 421P=

MR VANCE=

:RADIO STN WAMF AMHERST MASS=

6 050

=UNABLE TREACH YOU BY TELEPHONE. FIND THERE WILL BE ADDL EXPENSE CHARGED TO INSTALLATION FOURTH CLOCK AND THE TOTAL EXPENSE FOR INSTALLING FOUR WILL BE $87. YOU ARE ALLOWED $13 EXPENSE EACH CLOCK SO YOUR PART OF EXPENSE WILL BE $35. TO AVOID ANY DELAY AM PROCEEDING ON THIS BASIS=

:B F TALLMAN=

THE COMPANY WILL APPRECIATE SUGGESTIONS FROM ITS PATRONS CONCERNING ITS SERVICE

February 10, 1950

IBS
Operations Mgr.
706 Sanders Ave.
Schnectady 2, N. Y.

Dear Sir:

Enclosed please find check for $25.00 for trial dues for Station WAMF, the Amherst College Broadcasting System, Amherst, Mass.

Would you please inform us immediately how we are able to contact the telephone company so as not to have to pay tax on telephone lines used for broadcasts (stated in Newsletter #49-50-3). Enclosed is a self address envelope for the information. We are in a hurry as we have about two-hundred dollars in outstanding broadcast line bills.

Thanks for your kind cooperation. Congratulations on the renovation and rejuvination of the Newsletter etc.

Sincerely yours,

Edwards R. Hopple
Pub. Rel.

ERH/jw

Enc. 2

March 25th, 1950

Business Manager, IBS
Todd Union, University of Rochester
Rochester 3, New York

Dear Sir:

Our business manager has called to my attention your recent bill for trial dues for WAMF for the period 3/15/50 - 3/14/51.

I regret to advise you that WAMF can no longer participate in IBS, due to our joining the Pioneer Broadcasting System on March 22nd. I would like, however, to take this opportunity to express to you our thanks and appreciation for all the help IBS has given WAMF in the past.

With every good wish for the continued success of your organization, I am

Sincerely yours,

Robert R. Vance, Jr.
Station Manager

RV:weh

INTERCOLLEGIATE BROADCASTING SYSTEM

THIS COPY FOR

TO: George Abraham cc: Edwards Hople, WAMF DATE: 3/28/50

FROM: George McKelvey DEPT: BUS

SUBJECT: Excise Tax refund on phone lines FILE: WAMF

The New England Telephone and Telegraph Co. seems to be hard to convince on the lines tax matter. I have supplied WAMF with extensive information on the exemption but the phone company wants more. No they request a copy of the letter from Commissioner Valaer to IBS,DCO. Will you please send a photostat of that letter, as soon as possible, to:

Mr. W. W. Dunn
Business Office
New England Tel and Tel
North Hampton
Massachusetts.

NOTE TO WAMF: You will note that this exemption is extended only to Full Members of IBS according to Internal Revenue Bureau interpretation to our Washington office. I recommend that you apply to Jay Wylie for Full Membership at once in order to make this whole thing legal.

George McKelvey

December 11, 1951

IBS
706 Sanders Avenue
Schnectady 2, N. Y.

ATT: David Borst
Operations Mgr.

Dear Mr. Borst:

Thank you for your letter of November 29th concerning WAMF and IBS, with the enclosed blanks for us to join IBS. We noted that Smith College (with whom we have a 24 hour broadcasting network, and who is not a member of IBS) had the LIFE commercials, and we wondered why we weren't contacted.

It turns out that the LIFE man came to our school and asked us how the campaign was progressing. We asked what campaign, naturally. He then told us that he (under the auspicies of an Amherst Grad) had organized or was instrumental in the idea, and he seemed mad that we had not been notified. He said that they might try something else on our station as an individual test - trying to give us benefit of some revenue.

The Board of Directors of WAMF have unanimously decided not to join IBS, for various reasons. Enclosed you will find the forms, etc. Since our origin 3 or 4 years back we have grown to a leading activity, doing all athletic events play by play, have 4 studios, western union time, 6000 record library, 24 hr. U. P. teletype, and a line broadcasting network with Smith, and arrangements to reconnect WAIC in Springfield (as was last year), along with Mt. Holyoke.

Thanks again for the letter.

Sincerely yours,

E. Hopple
St. Mgr.

ERH/weh

Enc. 4

INTERCOLLEGIATE BROADCASTING SYSTEM

TRIAL STATUS APPLICATION

Institution: ____________________

Date: ____________________

To:
Station Relations Manager
Intercollegiate Broadcasting System
706 Sanders Avenue
Schenectady 2, N.Y.

Dear Sir:

The ____________________ (Name of Organization) desires to apply for Trial Status in the Intercollegiate Broadcasting System. In accepting Trial Status in the Intercollegiate Broadcasting System, we, the undersigned, certify that the ____________________ (Name of Organization) agrees to comply with the articles of the Constitution and Codes of the Intercollegiate Broadcasting System, insofar as they are applicable; agrees to pay the established annual dues of thirty-five dollars ($35.00)* for Trial Status groups and intends to apply for Membership as soon as eligible, it being understood that after the first year Trial Status must be renewed at six-month intervals.

It is understood that Trial Status dues are not refundable and that the dues rate may be altered at any time by the Governing Council of the Intercollegiate Broadcasting System; that upon written notice received and acknowledged by the Intercollegiate Broadcasting System the ____________________ (Name of Organization) may withdraw at any time without further obligation, until which time it shall remain liable for Trial Status dues.

The plans for establishing this broadcasting group have been approved by ____________________ (Name) who is ____________________ (Title) of the college, university, institute. A Faculty Advisor, ____________________ (Name) has been appointed.

____________________ (Signed) ____________________ (Title)

____________________ (Signed) ____________________ (Title)

____________________ (Signed) ____________________ (Title)

Trial Status.....Groups with non-profit, educational, campus-limited broadcasting facilities contemplated or under construction. Annual dues $35.00
Membership.......Refer to form I 124E. All application blanks available upon
Affiliate Status.request.

---

*(Of which $7.50 is for 15 subscriptions to the IBS Bulletin. The basic subscription rate for the IBS Bulletin is $1.00 per year. Trial Status groups receive 15 subscriptions at the special rate of 50 cents per year, each, with total amount is included in, but not deductable from, dues.

**INTERCOLLEGIATE
BROADCASTING
SYSTEM**

**2808 ERIE ST., S.E., WASHINGTON 20, D. C.
706 SANDERS AVENUE, SCHENECTADY 2, N. Y.**

Schenectady, N.Y.
November 29, 1931

Station Manager
WAMF
Amherst College
Amherst, Massachusetts

Dear Sir:

We regret that station WAMF was omitted from the list of campus stations contacted by Mr. Clark, radio sales representative for IBS, when he was making the presentation for the LIFE commercials. Through a clerical error you were left off the list of non-IBS stations because until last spring we listed you as a Trial IBS group.

We invite station WAMF to join IBS so that it can be represented by Mr. Clark in every instance, as he is working on a number of prospective accounts, representing the stations which are members of IBS. There is no assurance that non-IBS stations will be included in future accounts.

Membership in IBS will permit WAMF to participate in other activities and services of IBS. These are explained in the enclosed booklet.

Dues for Members are $25 a year, with a $10 initiation fee. The activities of the Sales Department are supported by a portion of these dues as well as a percentage of the national advertising secured by Mr. Clark.

We enclose applications for membership, which we hope you will execute and return. May we please hear from you concerning membership in IBS?

Yours truly,

David W. Borst

David W. Borst
Operations Manager

DWB:ehm
cc: AEM, REP, GA
encl: I 211, I 294C, I 219D (2), I 220G (2), I 114D

CORRESPONDENCE

Following are letters from suppliers of technical, promotional, or program materials which the station has constant need of. Samples from all departments are given.

May 6, 1948

MacGillivary - McCarthy Company
661 Atlantic Avenue
Boston, Massachusetts

Gentlemen:

Last Saturday I talked to you about filing cabinets- at the time all you had on hand were two wooden filing cabintes priced at $15.00 each. I believe that one of them had a lock.

You said that there was some chance that you would be able to pick up several metal cabinets. If you have been able to get the metal cabinets, or can get them I would like to know how much they will be.

Would you please let me know about this and also if the express charges on either the wooden cabinets or the metal ones would be prohibitive.

Many thanks for your attention to this matter,

Very truly yours,

Leonard S. Trester
Station Manager

January 28, 1950

Sayre Company
417 Main Street
Cincinnati, Ohio

Dear Sirs:

During Christmas vacation I stopped at your store and got 2 rubber stamps, both of which were sent to me and arrived O.K. At the same time I purchased a self-inking date stamp for around $2.35, as I remember. It was the ~~ce~~ next size larger then the little hand ones.

I have tried to purchase another one of these, but they don't seem to have them around here. I have enclosed $3.00 in cash which I think will cover the cost of mailing one to me. Please send it to:

Edwards Hopple

Thanks for everything.

Sincerely yours,

Edwards Hopple
Bus. Dept. - WAMF

April 11th, 1950

Radio Shack
Boston

Gentlemen:

Please order for us or ship collect from stock two Presto 15-G turntables.

Sincerely yours,

Robert E. Vance, Jr.
Chief Engineer

RV:weh

Approx $80.00

MAR 6 1950

Radio Shack Corp.
167 Washington St.
Boston, Massachusetts

Please ship the following items by express, collect for shipping charges:

1 20-050 Shure 556 microphone	$54.39
1 20-051 Shure 55 microphone	39.69
2 15-189 Pickering compensator	19.80
1 37-100 3½" black relay panel	.74
1 37-103 8¼" grey relay panel	1.15
1 37-151 Mtg bracket	.88
48 16-472 Soldering lugs	.60
1 14-005 Output transformer	4.65

Radio Station WAMF
Walker Hall
Amherst College
Amherst, Massachusetts

PAID FEB 2 1950

January 27, 1950

Burstein - Applebee Company
1012-14 McGee Street.
Kansas City 6, Mo.

Dear Sirs:

Please ship us via express collect one Hallicrafters model S-59 receiver, with cinaudagraph coaxial speaker. A check is enclosed for $42.90.

Thank you for your kind attention.

Sincerely yours,

WAMF
The Amherst Broadcasting System
Walker Hall
Amherst, Mass.

Ck 57 or 58

Robert Vance
Head Technician

RV/eh

AMHERST COLLEGE BROADCASTING SYSTEM
AMOUNT 5.14 PER
FOR

PAID
FEB 2 1950

FEB 2 1950

February 3, 1950

W A M F
AMHERST COLLEGE RADIO STATION
WALKER HALL, AMHERST, MASS.
TELEPHONE 1050 - EXT. 238

Allied Radio Corp.
833 W. Jackson Blvd.
Chicago 7, Ill.

Dear Sir:

Please enter our order for the following:

100' 48-893 12 concl. cable $5.14

Total $5.14

Enclosed find our check for the following amount, $5.14 for the above article. Thank you for your prompt attention.

Sincerely,

Ck 57 or 58

Edwards R. Hopple
Business Manager

FEB 2 1950

AMHERST COLLEGE [illegible]
AMOUNT $5.14 PER
FOR

FEB 2 1950

February 3, 1950

W A M F
AMHERST COLLEGE RADIO STATION
WALKER HALL AMHERST, MASS.
TELEPHONE 1060 - EXT. 238

Allied Radio Corp.
833 W. Jackson Blvd.
Chicago 7, Ill.

Dear Sir:

Please enter our order for the following:

100' 48-893	12 cond. cable	$5.14
	Total	$5.14

Enclosed find our check for the following amount. $5.14 for the above article. Thank you for your prompt attention.

Sincerely,

Edwards R. Hopple
Business Manager

W A M F
AMHERST COLLEGE RADIO STATION
WALKER HALL, AMHERST, MASS.
TELEPHONE 1050 • EXT. 239

PAID
FEB 2 1950

AMHERST COLLEGE BROADCASTING SYSTEM
AMOUNT 26.21 PER
FOR Tech Supplies

February 3, 1950

Walter Ashe Radio Co.
1125 Pine Street
St. Louis 1, Mo.

Dear Sir:

Please enter our order for the following:

p. 35	36 3/4" std type encl. relay rack	$24.00
p. 32	PA-1105 8 3/4" black panel	$ 1.53
p. 33	MB-458 mtg bracket	.68
	Total	$26.21

Enclosed find check for $26.21 to cover above order.

Please send for postage C. O. D. Thank you for your prompt attention.

Sincerely,

Edward R. Hopple
Business Manager

COHOES ENVELOPE COMPANY, INC.
Originators ★ COHOES CARRYBAGS ★ Sole Makers
COHOES, NEW YORK

[illegible] HYDE
[illegible] REPRESENTATIVE
[illegible]ORD STREET
[illegible] MASSACHUSETTS
[illegible]COCK 4184

January 27, 1950.

W A M F
Amherst College Radio Station
Wal[illegible]ll,
[illegible]erst, Mass.

Attention of Mr. J. B. Wilhoff

Gentlemen:

Replying to your recent postal relative to record-ve[illegible] colors in which these are manufactured are Brown and Green, and we can supply you with both the 10" and 12" [illegible] color.

The prices are as follows--

10" Brown Recordvelopes	250 or 500 lots	$15.50	per M
10" " "	1-M "	13.50	" "
12" Brown "	250 or 500 "	$18.00	" "
12" " "	1-M "	[illegible]	" "
10" [illegible]	250 or 500 lots	$16.[illegible]	Per M
10" " "	1-M "	14.50	" "
12" [illegible] "	250 or 500 "	19.[illegible]	" "
12" " "	1-M "	17.00	" "

Looking forward to the opportunity of serving you,

I am

Very truly yours,

J N Hyde.

JOHN N. HYDE
N. E. Representative

JNH:A

COHOES ENVELOPE COMPANY, INC.
Originators ★ COHOES CARRYBAGS ★ Sole Makers
COHOES, NEW YORK

J. N. HYDE
ENGLAND REPRESENTATIVE
16 BEDFORD STREET
ON 11, MASSACHUSETTS
PHONE: HANCOCK 4184

January 27, 1950.

W A M F
Amherst College Radio Station
Walker Hall,
Amherst, Mass.

Attention of Mr. J. B. Wilhoff

Gentlemen:

Replying to your recent postal relative to recordvelopes, the only colors in which these are manufactured are Brown and Green, and we can supply you with both the 10" and 12" size in either color.

The prices are as follows--

10"	Brown	Recordvelopes	250 or 500	lots	$15.50	per M
10"	"	"	1-M	"	13.50	" "
12"	Brown	"	250 or 500	"	$18.00	" "
12"	"	"	1-M	"	16.00	" "
10"	Green	Recordvelopes	250 or 500	lots	$16.50	Per M
10"	"	"	1-M	"	14.50	" "
12"	Green	"	250 or 500	"	19.00	" "
12"	"	"	1-M	"	17.00	" "

Looking forward to the opportunity of serving you, I am

Yours very truly,

J N Hyde.

JOHN N. HYDE
N. E. Representative

JNH:A

October 9, 1950

Cohoes Envelope Company
Cohoes, New York

Att: John N. Hyde

Dear Sir:

WAMF has purchased envelopes from you since we started, and they are working out very well.

I would like to place an order for:

1 M 10" Green Recordvelopes

The previously quoted price is $14.50 per M. I immagine that any rise in prices since then will not break us.

Thank you for your kind consideration.

Sincerely yours,

Edwards R. Hopple
Bus. Dept.

ERH/weh

116 Bedford Street
Boston 11, Mass.

January 26, 1950

Offenbach & Reimus Company
372 Ellis Street
San Francisco, California

Gentlemen:

Please ship five (5) handset hangars as advertised in Januray "Radio News." Enclosed is our check for $9.75. Please ship collect for shipping charges to:

AMHERST COLLEGE BROADCASTING SYSTEM
RADIO STATION WAMF
WALKER HALL
AMHERST COLLEGE, AMHERST, MASS.

Thank you!

Sincerely yours,

Edwards R. Hopple
Bus. Mgr.

Enclosed Check # 46

ERH/jw $9.75

January 19, 1950

Leo Uhlfelder Company
159-163 West 25th Street
New York 1, N. Y.

Att: Richard Uhlfelder

Dear Sir:

In answer to your nice letter of January 6th, WAMF, the Amherst Broadcasting System would like to order the following:

1 10lb. bag of Multi-Color Tinsel

It is to be shipped to the Station at the above address. You may send it C. O. D. or if you wish, you may bill us and we will gladly remit a check by return mail. I am sure that we will be doing much business this year and many years in the future.

Thank you for your kind consideration and attention. Your advice as to what kind of glue to use would be apprecia_ted, also any ideas of how to give the posters a professional touch.

Sincerely yours,

Edwards R. Hopple
Public Relations

ERH/jw

January 28, 1950

Cohoes Envelope Company
116 Bedford Street
Boston 11, Massachusetts

Attention: Mr. J. N. Hyde
New England Representative

Dear Mr. Hyde:

Inclosed find an order for the following:

One thousand (1000) 10" Green Recordvelopes at $14.50 a thousand	
Two hundred fifty (250) 12" Green Recordvelopes for $4.75	
Total	$19.25

If there are any mistakes in our calculations, we shall change the total. Our total is according to the prices you sent us January 27, 1950. As soon as you bill us we will remit check for the amount.

Thank you for your prompt attention.

Sincerely yours,

EH/jw

Edwards R. Hopple
Business Dept.

COHOES ENVELOPE COMPANY, INC.
COHOES, NEW YORK

February 24, 1950

WAMF Radio Station
Amherst College

Gentlemen:

We should very much appreciate receiving a reply to our letter of February 7, 1950 so that production of your order may not be unduly delayed.

Thank you for your cooperation at this time.

Sincerely yours,

COHOES ENVELOPE COMPANY, INC.

Betty Van Sleet

(Mrs.) Betty Van Sleet
SALES CONTROL

5-3-M

February 25, 1950

Cohoes Envelope Company
Cohoes, New York

Att: Betty Van Sleet
Sales Control

Dear Mrs. Van Sleet:

We received your letter of February 24th asking us to reply to your letter of Feb. 7th. Our records with your company go as follows:

Our order for $19.25 worth of envelopes on Jan. 28, 1950 (Att: Mr. J. N. Hyde)

Recieved shipment within two weeks, Inv. No. 52915

Recieved your letter Feb. 7th - giving discount etc. and total amount to us as $18.67.

Sent WAMF Check No. 63, for $18.67 to Company, c/o Betty Van Sleet Feb. 10, 1950

Your letter of Feb. 24th stating that you have not received reply to your letter of Feb. 7, 1950.

(5-3-M)

If you did not receive the check as shown above, please let us know and we will check with the bank, etc. According to our records, the transaction was completed and paid for. If there has been some mistake, please don't hesitate to call on us. Thanks for everything.

Sincerely yours,

Edwards R. Hopple
Bus. Mgr.

COHOES ENVELOPE COMPANY, INC.
COHOES, NEW YORK

COHOES
ENVELOPE
COMPANY
INC.
COHOES CARRYBAGS

February 24, 1950

WAMF Radio Station
Amherst College
Amherst, Mass.

Gentlemen:

We should very much appreciate receiving a reply to our letter of February 7, 1950 so that production of your order may not be unduly delayed.

Thank you for your cooperation at this time.

Sincerely yours,

COHOES ENVELOPE COMPANY, INC.

Betty Van Sleet

(Mrs.) Betty Van Sleet
SALES CONTROL

S-3-M

PROPOSED STUDENT TAX BUDGET:

WAMF - Amherst College Radio Station
Walker Hall, Amherst, Mass.

School Year '50-'51

Production Department:		
Operating Expenses	$500.00	
Piano	350.00	$850.00
Sports Department:		
Baseball (1 long, 2 short)	100.00	
Basketball " "	100.00	
Football " "	100.00	300.00
Studio "C"		
Console	595.00	
2 turntables	200.00	
1 microphone	100.00	895.00
Technical Maintenance:		
Studio "C"	150.00	
Old Equipment	150.00	300.00
		$2345.00

ADVERTISING RECEIPTS:

Advertising receipts will be used for paying existing debts incurred for capital equipment; for operating expenses in the business, promotion, and public relations departments; the remainder to go as payment toward the debt to the trustees.

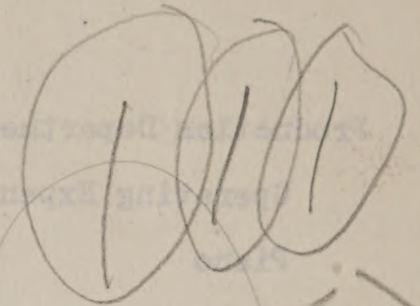
Question Period

1.Howie Fischer's News, ~~followed by Mr. Fischer, himself.~~

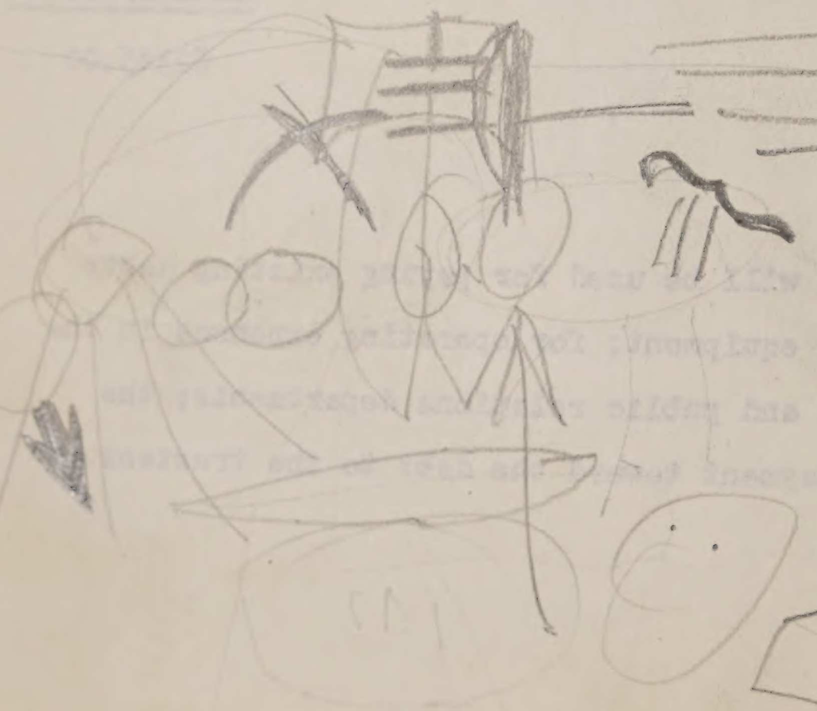
2.Announcement of Business Manager's position being filled
sattion action

Election of the member ~~at~~ large

Marvin.......



Mr. Jerold B. Zilkoff was elected to fill the office of Business Mgr. for the remainder of the suspension period of J. Edwards Hopple.



Morgan
Knowles
Bud Zilkoff
Station
Prod. Coord Dir

, ELECTRONIC AND
EUR SUPPLIES
Walter Ashe
1125 PINE STREET • ST. LOUIS 1, MISSOURI

March 6, 1950

Mr. Robert Vance
Pioneer Broadcasting System
Amherst, 5, Massachusetts

AIR MAIL

Dear Sir:

Your telegram received, but it will be impossible to expect 10 day delivery on this plate, as these must be cast and made to order. We are entering order, but advise it will be nearer 3 weeks than 10 days.

Yours very truly,

WALTER ASHE RADIO COMPANY

Walter Ashe

WA:sb

THE HOUSE OF Surprise TRADE-IN ALLOWANCES

Apple

Morgan

COLLINS

COLLINS RADIO COMPANY

CEDAR RAPIDS, IOWA, U.S.A.

January 24
1951

Radio Station W A M F
Amherst College Broadcasting System
Amherst, Massachusetts

Attention: Mr. John Humphries, Chief Engineer

Dear Mr. Humphries:

We thank you very much for your purchase order #207, enclosing your check #170, covering an RCA Type 44BX Microphone.

We are returning your check herewith, for we regret that the critical shortage of materials and supplies has made it quite difficult, if not impossible, for us to procure RCA Microphones and Turntable products. We are therefore not in a position to fill your needs, but we trust that you will experience little difficulty in procuring this microphone elsewhere.

We will appreciate further opportunities to be of service and invite your inquiries or orders at any time.

Very truly yours,

J. L. Singleton

J. L. Singleton
Broadcast Sales Department

JLS:ef

AMF

"610 ON YOUR

HERST COLLEGE BROADCASTING SYSTEM

WALKER HALL • AMHERST, MASS.

October 16, 1950

Gentlemen:

Please rush the equipment entered on the enclosed order form. This equipment is badly needed. All possible haste in filling this order will be greatly appreciated. Enclosed please find our check for $15.50.

Manythanks in advance.

Sincerely,

John Humphries

Chief Engineer, WAMF

Radio Shack Corporation
167 Washington Street
Boston, 8, Mass.

SPRINGFIELD RADIO COMPANY, *Inc.*
Radio & Electronic Distributor

SPRINGFIELD • MASS.
MAIN STORE
405 DWIGHT ST.
TELEPHONE 2-3411

HOLYOKE • MASS.
BRANCH STORE
93 HIGH ST.
TELEPHONE 2-8302

May 5, 1950.

Mr. Edward Hopple
Radio Station WAMF
Amherst College, Amherst, Mass.

Dear Sir:

I have consulted my banker on just how to have the business transaction done, as per our conversation. He said that a letter from the Comptroller of the College stating that the notes would be met when due, will be sufficient evidence of good faith. I will have the notes made out for the balance now owed, due in October, and the remainder in February.

Will you please see that the above is done and we will get the parts together immediately.

Very truly yours,

SPRINGFIELD RADIO COMPANY, INC.

Louis A. Richmond

Louis A. Richmond, Pres.

LAR/b

SPRINGFIELD RADIO COMPANY, *Inc.*

Radio & Electronic Distributor

SPRINGFIELD • MASS.
MAIN STORE
405 DWIGHT ST.
TELEPHONE 2-3411

HOLYOKE • MASS.
BRANCH STORE
93 HIGH ST.
TELEPHONE 2-8302

June 7, 1950.

Mr. Edward Hopple
Radio Station WAMF
Amherst College, Amherst, Mass.

Dear Sir:

We wrote you on May 5th regarding your request for a payment plan for merchandise already owed us and the amount that you had wished to contract for further equipment. To date we have heard nothing from you and are somewhat anxious to get this account cleared up. The amount of $324.84 is considerably overdue and we must have a settlement.

Will you see that the attention of the proper authorities is called to this immediately.

Very truly yours,

SPRINGFIELD RADIO COMPANY, INC.

Louis A. Richmond

Louis A. Richmond, Pres.

LAR/b

June 10, 1950

Springfield Radio Company
405 Dwight Street
Springfield, Mass.

Att: Louis A, Richmond

Dear Sirs:

We received your letter of June 7th concerning the bill overdue to Spfld. Radio Company. The radio station has expanded this year, and because of such expansion we have been granted a student tax from the STUDENT COUNCIL of Amherst College.

However, this tax will not be paid until the first week of school in September, at which time WAMF will send you a check for the total amount owed, just as was outlined in your letter concerning extension of credit.

The money for the new equipment must be passed by the board of trustees this summer, so we will not know whether we will purchase the equipment next fall or wait until the following spring. As soon as I return in the fall I will let you know the outcome of the meeting and at that time I will place the order for the new goods.

Thank you for you patience etc. If you wish confirmation of the Student Council grant, contact A. Davenport, F.B.M. office, Walker Hall, Amherst College. He will confirm the grant, and speak for the college which, of course, stands behind all debts incurred by its organizations.

This amount, $324.84 will be cleared the first thing in the fall. Best wishes for an enjoyable summer.

Sincerely yours,

Edwards R. Hopple
Bus. Dept. WAMF

ERH/weh

November 15, 1950

Springfield Radio
405 Dwight Street
Spfld, Mass.

Att: Louis A. Richmond, Pres.

Dear Sir:

I have recieved your letter of November 14th, 1950, but I have no record of letter you mentioned in October. Mail is sorted over by numerous "hands" down here, and it could very well have been mislaid.

I fully realize that Spfld. Radio has been patient and very good about extending credit to WAMF, and we are sorry that the account has been negligent from the beginning.

This year we received our 1st term allotment, but due to technical difficulties, we had to pay over $400 (dollars) extra to get our equipment installed to the power lines, etc. This naturally through our budget out, and because we depend on accounts receivable from advertising for operating expenses, we are short of ready cash. I have contacted our Faculty advisor, Arthur Davenport, about a loan against our next term allotment which I am sure will come through the week after Thanksgiving. You may write him, c/o the college, in order to check about the money.

I realize this is asking much of you, but we felt that we had to put the station on the air in order to get any revenue whatsoever. I do not think that the 6% would be unjust on your part, and if you feel that you should charge us, do so and it will be paid. If you can see you way clear to let it go past the 20th, or if you would desire a check dated Feb. 1st, just drop a letter. I do, however, feel that the loan will be made and yours is the first bill to be paid on it. I hope it will come through before Thanksgiving.

Thank you for your patience and cooperation.

Sincerely yours,

E. Hopple

SPRINGFIELD RADIO COMPANY, *Inc.*
Radio & Electronic Distributor

SPRINGFIELD • MASS.
MAIN STORE
405 DWIGHT ST.
TELEPHONE 2-3411

HOLYOKE • MASS.
BRANCH STORE
93 HIGH ST.
TELEPHONE 2-8302

November 17, 1950.

Mr. E. Hopple
Radio Station WAMF
Walker Hall, Amherst College Broadcasting System
Amherst, Mass.

Dear Sir:

Thank you for your letter of the 15th. Whereas we are in need of the money in our expanded television business, I will expect to receive a check from you not later than the week after Thanksgiving. Please understand that we have over five hundred accounts and if they are delinquent, it takes just that much more capital to run the business and, frankly, we are not that rich.

Thanking you for bringing this matter to completion, I remain

Very truly yours,

SPRINGFIELD RADIO COMPANY, INC.

Louis A. Richmond

Louis A. Richmond, Pres.

LAR/b

SPRINGFIELD RADIO COMPANY, *Inc.*
Radio & Electronic Distributor

SPRINGFIELD • MASS.
MAIN STORE
405 DWIGHT ST.
TELEPHONE 2-3411

HOLYOKE • MASS.
BRANCH STORE
93 HIGH ST.
TELEPHONE 2-8302

November 14, 1950.

Mr. Edwards R. Hopple
Business Dept.
Radio Station WAMF
Amherst College, Amherst, Mass.

Dear Sir:

I am surprised to find that you have not given us the courtesy of an answer to our letter of October 11th.

Please refer to your letter of June 10th stating that you would see that we were paid the first week in September. It is now two months later and we have not received the money. I must insist that this be paid without further delay and will have to take action if not paid by the 20th of this month. Our overdue accounts are subject to 6% interest and we will have to make use of this clause if this payment is not made immediately.

Very truly yours,

SPRINGFIELD RADIO COMPANY, INC.

Louis A. Richmond

Louis A. Richmond, Pres.

LAR/b

GIRARD TYPEWRITER COMPANY
"Everything for the Office"
TYPEWRITERS, ADDING MACHINES
OFFICE EQUIPMENT

254 APPLETON STREET
HOLYOKE, MASS.
TELEPHONE HOLYOKE 8448

January 13, 1950

W A M F
Amherst College Radio Station
Walker Hall
Amherst, Mass.

Attention of Mr. J. B. Wilhoff

Dear Sir:

We have your card of January 8th, and are sorry to learn that the key to the locker is missing.

The keys for the file drawers were in the upper left hand 4 x 6 drawers, and the locker key was tied by a string to the storage drawer handle.

Please send us the number of the lock on the supply locker, and we will order this key from the factory.

Very truly yours,

GIRARD TYPEWRITER COMPANY

G Girard

GG/ac

January 28, 1950

Elder Jones Lumber Co.
Main Street
Amherst, Mass.

Dear Sir:

Our bill to you is long overdue. You signed a contract with us at the beginning of the year for $35.20. Recently you were billed for $28.80. Due to technical difficulties the other two programs of yourcontract were canceled.

If you will send us an unitimized bill for the total amount we owe you through this month, we will gladly remit the entire sum at the beginning of next month.

We appreciate your patience, and would like to take this opportunity to thank you and your staff 6or the prompt and courteous service they have given us. Our studios are near completinn ah d will be open for inspection on February 13th. We would be glad to have anyone visit them. Thanks again for everything.

Sincerely yours,

Edwards R. Hopple
Bus. Dept.

ERH/jw

June 10, 1950

Elder Jones Lumber Co.
Amherst, Mass.

Dear Mr. Elder or Mr. Jones:

According to our books WAMF owes you a total of $451.80. Our Student Tax accessment has been passed, so you will receive your payment about the first of October, per our conversation the earlier part of the year.

Thank you for your wonderful cooperation and service. Best wishes for a wonderful summer.

Sincerely yours,

Edwards R. Hopple
Business Manager.

ERH:weh

January 28, 1950

Mutual Heating and Plumbing Co.
Amherst, Mass.

Dear Sirs:

Our bill to you is long overdue. If you will send us an unitimized bill covering our complete bill to you through this month, we will send you a check for the total amount at the beginning of next month.

We wish to take this opportunity to thank you for being so patient and for the prompt and courteous service you render.

Our studios will be open for inspection around Feb. 13th. We would be glad to have anyone visit them. Thanks again.

Sincerely yours,

Edwards R. Hopple
Bus. Dept.

June 10, 1950

Mutual Plumbing and Heating
Amherst Mass.

Dear Sirs:

According to our books we have an outstanding bill with you of $164.40. Our tax allotment from the Student Council has been passed, so you will receive your check the first week of school in the fall.

Thank you for your wonderful cooperation. I think you will find that we will keep up with our bills monthly, as soon as our capital improvements have been paid. We look forward to doing business with you next year.

Sincerely yours,

Edwards R. Hopple
Business Manager

ERH/weh

January 28, 1950

Jeffery Amherst Bookshop
Amherst, Mass.

Dear Mr. French:

We received your bill for the records we have purchased which amounted to $69.50. Our contract with you calls for $100.00 in merchandise for the entire school year (Sept. to June). If you will credit the above amount to our bill, we will continue to purchase against the contract until the $100.00 is used up, at which time we will send you a check for all our purchases in emeess of $100.

Tom Whitbread and F. Anderson said that this was the understanding. If there are any mistakes, please don't hesitate to let us know and we will rectify the errors. Come the end of the term, our finances aren't too good - par for the course!

Thanks for everything. Our new facilities will be completed on Feb. 13th. Stop up and see then.

Sincerely yours,

Edwards R. Hopple
Bus. Dept.

ERH/jw

CABLE ADDRESS: REXO, All codes

EX-O-graph INC.

NUFACTURERS OF SPIRIT DUPLICATING EQUIPMENT

3727 NORTH PALMER STREET ● MILWAUKEE 12, WISCONSIN, U. S. A.

June 10, 1950

Albert D. King
142 Main Street
Northampton, Mass.

Dear Sir:

WAMF received your bill for a total of $344.79. Our Student Tax has been passed, so you will receive a check for that ammount the first week of school in the fall.

Needless to say, the whole staff thanks you for the wonderful work you've done for us in our station and in the network.

Our best wishes for an enjoyable summer.

Sincerely yours,

Edwards R. Hopple
Business Manager

ERH/weh

April 20, 1950

W A M F
Amherst College Radio Station
[illegible]all
Amherst, Massachusetts

Gentlemen:

Thank you for your inquiry for information on the [illegible] specifically the model FH.

We are referring your inquiry to our distributor for REX-[illegible] & Company of Watertown, Massachusetts. Mr. Joseph [illegible] REX-O-graph machines and supplies and will be happy [illegible] future duplicating requirements.

Yours very [illegible]

REX-O-graph, Inc.

R W Swain

R. W. Swain
Sales Department

lmf

cc: Beaudette & Co., Inc.
115 Mount Auburn Street
Watertown 72, Mass.

CABLE ADDRESS - REXO, All codes

REX-O-graph INC.

MANUFACTURERS OF SPIRIT DUPLICATING EQUIPMENT

3727 NORTH PALMER STREET ● MILWAUKEE 12, WISCONSIN, U. S. A.

April 20, 1950

W A M F
Amherst College Radio Station
Walker Hall
Amherst, Massachusetts

Gentlemen:

Thank you for your inquiry for information on the REX-O-graph line of fluid duplicating machines, specifically the model FH.

We are referring your inquiry to our distributor for REX-O-graph products in New England, Beaudette & Company of Watertown, Massachusetts. Mr. Joseph Beaudette of this company maintains a supply of REX-O-graph machines and supplies and will be happy to supply your future duplicating requirements.

Yours very truly,

REX-O-graph, Inc.

RWSwain

R. W. Swain
Sales Department

imf
cc: Beaudette & Co., Inc.
115 Mount Auburn Street
Watertown 72, Mass.

WALCO QUALITY UNSURPASSED
TRADE MARK

WALCO *Bead Company*

MANUFACTURERS AND IMPORTERS ● 37 WEST 37th STREET, NEW YORK 18, N. Y.
TELEPHONE WISCONSIN 7-1217-8-9 ● CABLE ADDRESS: WALBEAD NEW YORK, CODE: BENTLEY

January 19, 1950

Mr. Edwards R. Hopple
Pub. Relations
Station WAMF
AMHERST COLLEGE
Amherst, Mass.

Dear Sir:

Replying to your inquiry on STARDUST, we are herewich enclosing a sample envelope and wish to advise that this may be obtained in all the colors as displayed on the sequin card we are also enclosing. The price is $3.50 per lb.

Regarding the other information you inquired about, we regret that we cannot offer you anything. Sorry...

Cordially yours,

WALCO BEAD COMPANY

GMCohen

George M. Cohen

rb
encl.

January 3, 1950

Walco Bead Co.
New York, N. Y.

Dear Sirs:

During my Christmas vacation I had occasion to use some of your Star Dust. It was very useful and quite different for Christmas wrapping.

The Promotion Department of Station WAMF is expecting to make numerous display posters, and we hope to make them a little "different" from the usual run around campus. In view of our undertaking, we would like to have any information you might have available concerning advertising displays using "Stau Dust", or any other similar product - also if it can be purchased in large quantities - these posters are going to be about 6 sq. ft., advertising our shows with printing and photographs, like movie displays. Any information or help you could give us would be much appreciated. Thank you for your kind cooperation.

Sincerely yours,

Edwards R. Hopple
Pub. Relations

CABLE ADDRESS
NEW YORK

TELEPHONE
WATKINS 9- [illegible]

LEO UHLFELDER COMPANY
BRONZE POWDERS
Metal and Aluminum Leaf, Tinsels and Brushes
159-163 WEST 25TH STREET
New York 1, N.Y.

January 20th, 1950

Amherst College
c/o Station W.A.M.F.
Amherst, Mass.

Att: Mr. Edwards R. Hopple
Public Relations

Dear Mr. Hopple:

This acknowledges receipt of your esteemed letter of the 19th inst. and we take pleasure of advising you that we have forwarded you this day one 10 lb. bag of our Multi-Color Glass Tinsel 30/60 which we trust will reach you without any delay. We have enclosed with this shipment one 2 oz. [illegible] LUCO Adhesive #8 which we can highly recommend as an adhesive. We quote:

LUCO ADHESIVE #8 @ $ [illegible] per gal.
or @ 1.75 per quart [illegible]

TERMS: F.O.B. New York 1% 10 days

We have invoiced you this material at our regular terms of 10 days and trust you will remit to us in accordance with our terms.

We thank you for your patronage and assure you of our desire to be of service to you at all times.

Yours very truly,
LEO UHLFELDER CO.

Richard Uhlfelder

RU:AM

CABLE ADDRESS
ICKNESS, NEW YORK

TELEPHONE
WATKINS 9-3512
3513

LEO UHLFELDER COMPANY

BRONZE POWDERS

Metal and Aluminum Leaf, Tinsels and Brushes

159-163 WEST 25TH STREET

New York 1, N.Y. January 20th, 1950

Amherst College
c/o Station W.A.M.F.
Amherst, Mass.

Att: Mr. Edwards R. Hopple
Public Relations

Dear Mr. Hopple:

This acknowledges receipt of your esteemed letter of the 19th inst. and we take pleasure of advising you that we have forwarded you this day one 10 lb. bag of our Multi-Color Glass Tinsel 20/60 which we trust will reach you without any delay. We have enclosed with this shipment one 2 oz. bottle Luco Adhesive #8 which we can highly recommend as an adhesive. We quote:

LUCO ADHESIVE #8 @ $ 6.50 per gal.
or @ 1.75 per quart jar

TERMS: F.O.B. New York 1% 10 days

We have invoiced you this material at our regular terms of 1% 10 days and trust you will remit to us in accordance with our terms.

We thank you for your patronage and assure you of our desire to be of service to you at all times.

Yours very truly,

LEO UHLFELDER CO.

Per Richard Uhlfelder

RU:AM

CABLE ADDRESS
ICKNESS, NEW YORK

TELEPHONE
WATKINS 9-3512
3513

LEO UHLFELDER COMPANY

BRONZE POWDERS

Metal and Aluminum Leaf, Tinsels and Brushes

159-163 WEST 25TH STREET

New York 1, N.Y.

January 6th, 1950

Amherst College
Amherst
Massachusetts

Att: Mr. E. R. Hopple
Public Relations

Dear Mr. Hopple:

In response to your esteemed inquiry of the 3rd inst. we take pleasure in quoting you herewith on Silver and Colored Tinsels as follows:

SILVER GLASS TINSEL
Coarse, Medium or Fine @ $ .95 per lb. in 1 lb. cans
COLORED GLASS TINSEL
Coarse, Medium or Fine @ 1.05 " " " " " "
in the following shades:
Gold, Green, Blue, Red, Cerise, Orange, Citron and Multi-Color

Should you desire to purchase any of these materials in 10 lb. bags, the price will be 10¢ lower per lb.

TERMS: F.O.B. New York 1% 10 days, Net 30 days

We assure you of our desire to be of service to you.

Yours very truly,

LEO UHLFELDER CO.

Per Richard Uhlfelder

RU:AM

January 3, 1950

Leo Uhlfelder Co.
New York, N. Y.

Dear Sirs:

During my Christmas vacation I had much occasion to use Silver Glass Tinsel, one of your products.

The Promotion Department of WAMF is expecting to make numerous display posters, and we hope to make them a little different than the "regular" run seen around campus. In view of this, I would like to have any information you might have available concerning advertising displays using "silver Glass" or any other similar product - the colors, the grain (coarseness), the price in quantity, etc.

Thank you for your kind cooperation.

Sincerely yours,

Edwards R. Hopple
Public Relations

October 31, 1951

CHESTERFIELD REPRESENTATIVE
Amherst College
Amherst, Mass.

ATT: Dave Underwood

Dear Dave:

WAMF, the Amherst College Broadcasting System is iniating a new program on our 10 hour a day schedule of broadcasting to the students and townspeople of Amherst.

This program is to be called DISCOLOGY, and will be aired in the afternoon block between 4-6 p.m. It is the plan to give away a carton of cigarettes during each afternoon broadcast. The show is a half hour in length, and much commercial time will be given to "lauding" the cigarette that is being given away.

We hope that CHESTERFIELDS will want to take part in this show. Only one cigarette brand will be used, and only one such program of giving cugarettes away will be aired on the station.

I would appreciate anything that you might do to arrange for the cigarettes (1 carton on five days a week). I look forward to hearing from you immediately.

Sincerely yours,

WAMF

Edwards R. Hopple
Station Manager

ERH/weh

The College Radio Network **pbs** *In The Pioneer Valley*

THE PIONEER BROADCASTING SYSTEM
WALKER HALL
AMHERST, MASSACHUSETTS

The Pioneer Broadcasting System was aradio network that had its origin between the radio station at the Univ. of Mass. and WAMF. Smith College was urged to join, and the station-network became three strong. The American International College then joined for one year, but that leg of the network had to be cancelled due to lack of funds.

The network is a 24-hour actual line broadcasting network, with an simultaneous exchange of programs between stations. It was the first in the country (see article from Springfield Republican and NEWSWEEK MAGAZINE). A constitution was adopted after much controversy concerning commercial status, time broadcasting, and getting it sanctioned by college administrations. Literature attached here concerns its operations, finction, publicity, etc.

The network still exists, and is still called PBS. Advertising is solicited to pay expenses (about $50 a month).

Although there was some skepticism about the functioning of such a network, the operations are now taken as a matter of course. All stations have western Union timing in order to have cues correct. The operations are co-ordinated by meetings "on the lines" while the stations are not broadcasting.

The information is:

1) Its origin

2) Its operations, constitution, etc.

150 9
125 0
25 hr

February 9, 1950

Mr. Robert McCartney
News Office
South College
University of Mass.
Amherst, Mass.

Dear Mr. McCartney:

As you well know the staffs of both WAMF and WCSR are exceedingly anxious to include the University of Mass. in the proposed Pioneer Broadcasting System. The advantages of this network are too numerous to be repeated here, but were thoroughly outlined in Mr. Langill's letter to you which was discussed at the recent policy board meeting.

As you can well imagine, however, Amherst and Smith can not afford to procrastinate further in the formal establishment of this network, especially in view of the financial responsibilities involved in the maintenance of the connecting telephone lines which have already been installed. It is further apparent to me that the overwhelming majority of the policy board is strongly in sympathy with joining the proposed network. The faction constituting the opposition to this affiliation impresses me as being of a very uncompromising and stubborn nature. For this reason I despare of the possibility of coming to any satisfactory agreement with your station in this matter under the present terms in the immediate future. In the interests of establishing some basis of common agreement as soon as possible, therefore, I have an alternate proposal to suggest.

If there appear to be sound reasons why the radio policy board of the University of Mass. prefers not to broadcast sponsored programs over WMUA, I should like to suggest that the University enter the network on a non-commercial basis under the conditions outlined on the next page.

The stations of Smith and Amherst will continue to operate on a commercial basis exchanging such sponsored programs between them as may be sold to advertisers. PBS will reserve the right to determine which programs during which hours shall be made available for sponsorship. The remaining time of the broadcast day will of course be on a non-commercial basis and free program exchange between all three stations could be accomplished during this period without requiring WMUA to broadcast any advertising whatsoever.

Such an arrangement would, however, compel P.B.S. to reduce both its national and local advertising rates because of the reduced listening audience, resulting in a substantial reduction in the income received by the network per sponsored hour. To compensate for this loss in revenue P. B. S. would expect to receive the sum of $50.00 a month as a fair share in the defrayment of operating expenses. As this amount may seem excessive to you, I should like to give you an indication of our contemplated monthly budget:

Broadcast telephone lines	$58.13
Western Union Clock Service	22.50
Coordinating telephone calls	7.50
Misc. expenses:	
Stationery & supplies	2.50
Postage	10.00
Promotional printing	15.00
Fund to be applied to telephone line rental during summer	35.00
Total	$150.63

As to any changes in the charter as it stood at the time of your policy board meeting, I should like to point out two changes which have been agreed upon by myself and the station manager of WCSR: A provision has been inserted to allow member stations to refuse to broadcast sponsored programs in order to broadcast another program of greater public interest, provided that the number of hours so deleted from their schedule does not exceed three in any month, and provided that prior notice is given to the network board. It is to be explained to advertisers that in such cases they will be notified of such actions and a refund for this time will be made by the network if an alternate time acceptable to the sponsor can not be arranged. It has also been agreed to insert a stipulation that the books of the network shall be audited by the Treasurer of Smith College at the conclusion of the fiscal year. No other changes are contemplated.

We sincerely hope that this alternating proposition may eliminate for the University those objections which appear to me to be the basic ones causing the present difficulty. I should like to point out to you that the remittance of the $50.00 would constitute the only liability of WMUA toward P.B.S. financially, and any losses resulting from the failure of P.B.S. to secure sufficient advertising would not be further reflected to WMUA.

Trusting that this proposition will meet with your careful consideration and assuring you of our very sincere desire to include the University of Massachusetts in P. B. S., I must nevertheless urge prompt action on the part of your policy board to salvage the three station network before it is too late to accomplish this goal this year, and we are forced from financial considerations to establish P. B. S. as a two station organization.

Sincerely yours,

Robert R. Vance
President

RRV/eh

The Commonwealth of Massachusetts
University of Massachusetts
Amherst

UNIVERSITY NEWS SERVICE

FEB 11 1950

February 10, 1950

Mr. Robert R. Vance
President, WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Vance:

Most of us on the WMUA Policy Board deeply appreciate the time given and the patience displayed by both WAMF and WCSR in the present situation regarding the U. of M. participation in the proposed Pioneer Broadcasting System. I also share your view that much of the controversy in evidence is entirely needless.

It is most unfortunate that these unwarranted delays are jeopardizing the establishment of the network on a three college basis. I would be derelict, however, if I gave you assurance that this problem can be solved in the very near future. While most of us hope that some solution favorable to the establishment of the network may be arrived at in a fortnight or so, it would be unwise for the other two member stations to predicate plans on this assumption. I urge you to proceed for the present as though WMUA were completely out of the picture.

As to the plan you outlined in your letter, this proposal will be presented to the Policy Board at its next meeting, and you will be advised of their decision.

Once again, I should like to express to both WAMF and WCSR my appreciation for the mature manner in which their part of the negotiations have been carried out up to this point. You will undoubtedly be kept advised of developments through Mr. Langill or Mr. Pitman, and I shall write again as soon as the board has reached its final decision.

With very best wishes.

Sincerely yours,

Robert J McCartney

Robert J. McCartney
University Editor

RJM:rgd

The Commonwealth of Massachusetts
University of Massachusetts
Amherst

OFFICE OF THE PRESIDENT

March 1, 1950

Mr. Robert R. Vance, Jr.
Station WAMF
Amherst College
Amherst, Massachusetts

Dear Mr. Vance:

This is to acknowledge receipt of your letter relative to the radio network and to tell you that I am working on a solution to that problem.

I think we can manage our end of the cooperative venture to your satisfaction and regret that we seem to have been holding up a proper development of the network.

I am much interested in the proposed network from several standpoints and can see no reason at present why all the problems in sight cannot be solved satisfactorily.

Sincerely yours,

R. A. Van Meter

R. A. Van Meter
President

RAV-A

The Staff and Directors of
Radio Station W M U A
cordially invite you to attend
an Open House
on Sunday, October thirtieth
from two until six o'clock
at Bowker Auditorium
University of Massachusetts, Amherst

R.S.V.P.

P. B. S.

PIONEER BROADCASTING SYSTEM

MARCH 22, 1950 SMITH COLLEGE

NORTHAMPTON, MASSACHUSETTS

The Pioneer Broadcasting System Board

President	Robert Raschig Vance
Secretary-Treasurer	Edward Hopple
Advertising Director	Selma Pierson
Publicity Director	David Meltzer
Program Directors	Eleanor Echikson, John Hubbard, Irving Wasserman

Members at Large:

Patricia Bradford Butler, Wayne Langill, Robert Bates,
Phillip Knowles

Formal Opening of The Pioneer Broadcasting System

Chairman of the Opening	Patricia Bradford Butler
Master of Ceremonies	James Baldwin
Hostess Chairman	Edith Clarke
Refreshment Chairman	Jane Heitman
Decoration Chairman	Mary Lou Wagman
Production Chairman	Eleanor Echikson
Technical Chairman	Robert Vance
Check Room Chairman	Susan Tuttle
Invitation Chairman	Marilyn Moss

Formal Opening of The Pioneer Broadcasting System

The entire formal opening from seven until ten p.m. will be broadcast over the Pioneer Broadcasting System.

7:00 The University of Massachusetts Orchestra
Conductor: Ezra Shabas Vocalist: Grace Feener

7:30 Formal Presentation of the Pioneer Broadcasting System Charter by Robert R. Vance president of PBS to Patricia B. Butler, station manager of WCSR; Wayne Langill, station manager of WMUA and John Hubbard, production head of WAMF

7:45 Guest Speakers
Mayor Luke F. Ryan—representative of Governer Dever
Mr. F. Turner Cooke—production head WMAS, Springfield
Mr. A. L. Davis—general superintendent of Western Massachusetts Electric Company
Mr. David Rynne, Jr.—representative of MGM records

8:15 Station WAMF presents "Spotlight"
Dramatic Play entitled "Happiest Man on Earth" by Albert Maltz, adapted for radio by Robert Morgan
Announcer: Donald Finberg Producer: Robert Morgan

8:30 Station WMUA presents "Behind the Mike"
Accordionist: Louise Moncey
Announcer: John Nobile Producer: Irving Wasserman

8:45 Station WCSR presents "Ballads and Bows"
Pianist: Pug Henry Fashions: Rhoda Rosenthal
Announcer: Lois Goldberg Producer: Eleanor Echikson

9:00 Refreshments will be served. James Baldwin, staff of WAMF, will conduct a roving mike program during which guests will be interviewed over the air. Entertainment will be furnished by Marilyn MacKay, staff of WCSR, Carol Joyce, staff of WCSR, the Smith College Smiffenpoofs and the Amherst College Freshman Octet.

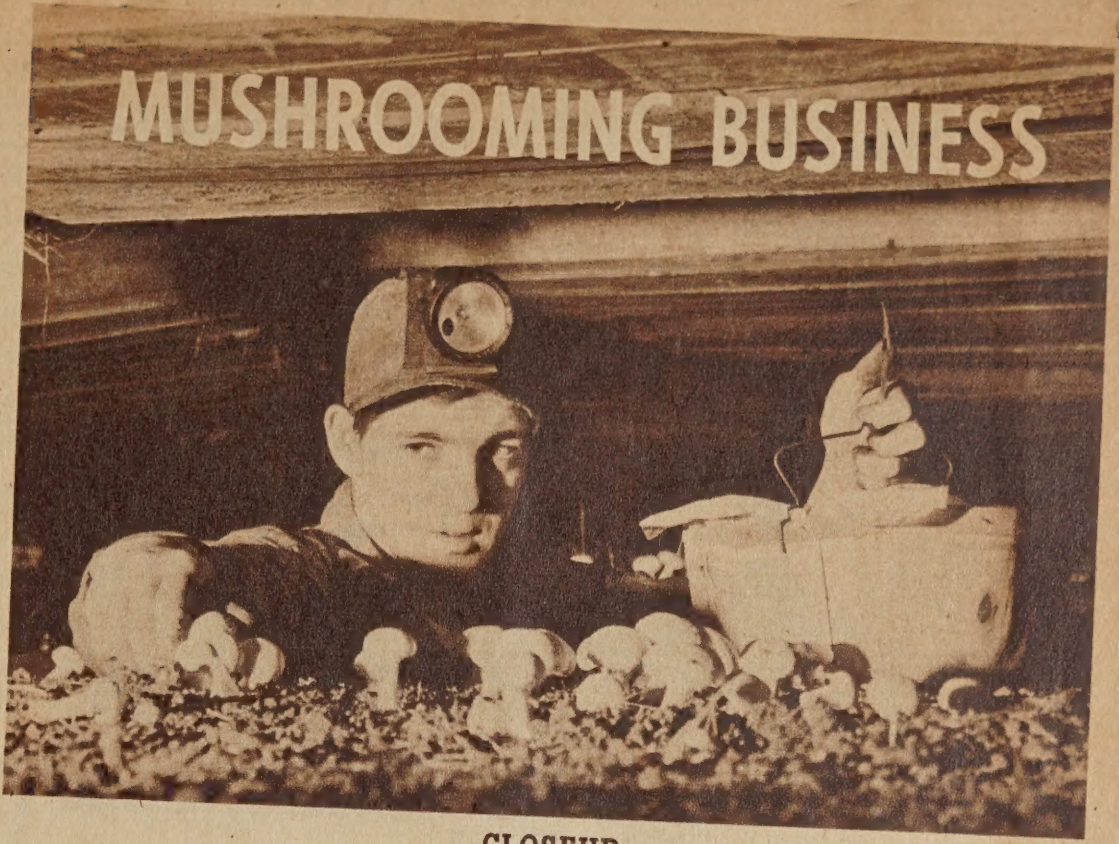
1950

The American International College Radio
Affiliate of the Pioneer Broadcasting System
cordially invites you to attend
the Dedication Broadcast
in Reed Hall
October the twenty-seventh
from eight until nine o'clock
Doors close promptly at 7:45 P.M.

oms are big business up
N. Y. way, where mil-
the tasty fungi are har-
annually in the cool
s of a converted knit-
nill. Cultivated mush-
superior to the wild
n size, shape and taste,
rarity in upper New
ate before Samuel Pop-
onverted the deserted
mushroom "factory" 11
go. Today, with its mar-
growing, the "factory"
es 150,000 pounds of
oms each year. Modern
itioning methods have
a year-round business,
ing growers to keep
rseries at an ideal, 60-
temperature, in spite
weather outdoors. Dur-
busy winter months,
picked mushrooms are
in baskets and rushed
by markets.

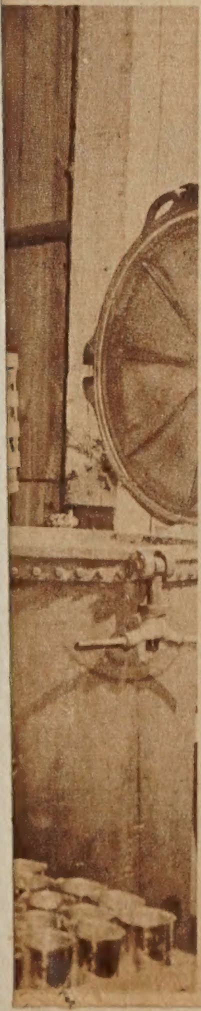
ACME Roto Photos

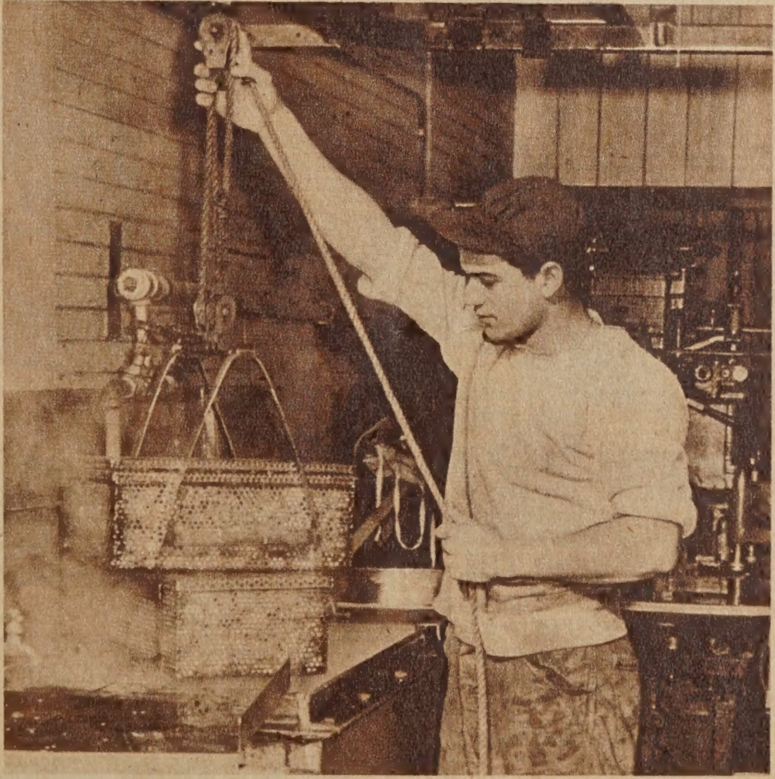
MUSHROOMING BUSINESS



CLOSEUP

Whether you prefer them fried, broiled, sauted or creamed, this is how mushrooms look when they're ready for you to eat. Wearing a miner's lamp, a worker is plucking the mature plants.





CANNING

Surplus mushrooms that can not be marketed are carefully graded, cut and washed, and then put into metal baskets for a hot steam bath before canning. This is the scalding operation in action.

WHEN SLEEP WON'T COME AND YOU FEEL GLUM

Try This Delicious Chewing-Gum Laxative

● **When you roll and toss all night**—feel headachy and just awful because you need a laxative—here's news to remember. News about a mild, gentle chewing-gum laxative as delicious as your favorite chewing gum.

It's called FEEN-A-MINT—and it tastes and looks like delicious, mint-flavored chewing gum. But here's the amazing thing! The action of FEEN-A-MINT's special medicine "DETOURS" the stomach. That is, it doesn't act while in the stomach, but only when farther along in the lower digestive tract . . . where you want it to act. You feel wonderful again quickly!

And scientists say that chewing makes FEEN-A-MINT's fine medicine more effective—"readies" it so it flows gently and gradually into the system. No wonder millions prefer FEEN-A-MINT to harsh, stomach-punishing laxatives. Next time you need a laxative, chew FEEN-A-MINT. Get it at your druggist's—25¢, 50¢, or only 10¢

FEEN-A-MINT
FAMOUS CHEWING-GUM LAXATIVE

FOR ENDLESS ENTERTAINMENT and EDUCATION!

Home Movies

MASS PRODUCTION

arvest time at the Utica mushrooming nursery. one roomful of plants is harvested, another s crop of mature mushrooms are being har-

READY FOR MARKET

m Poplock and a worker pack and weigh baskets oms for shipment to market. Poplock, the only the area, has a mushroom monopoly since wild rarely picked for commercial sales.

FOR YOUR EVERY PLEASURE

EQUIPMENT
FROM ALL
LEADING
MAKERS

Have fun taking them and more fun showing them and all at a surprising low price. Come in any time for a professional demonstration.

Feel free at any time to use our projection salon and our film editors. These extra Valley Cinema services are for your use.

Every Nite at 7
"CELLULOID
COLLEGE"
FREE COURSE

VALLEY CINEMA
255 BAY STREET 4-7946
OPEN EVENINGS 'TIL 8

Mallory's
MILK

GIVE YOUR BABIES A GOOD START IN LIFE
With Pure Wholesome
MALLORY'S MILK

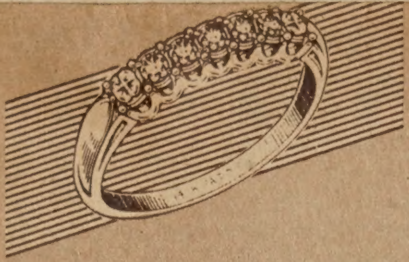
Joan and David
Twin daughter and son of
Mr. and Mrs Harold N. Hall
554 Main St., Agawam, Mass.

There is No
Better MILK
Than MALLORY'S

F. B. MALLORY Inc.

SPRINGFIELD,
MASSACHUSETTS
PHONE 3-4118

55
POMONA ST.,
ENTERPRISE 6133



Diamond Wedding Ring

Weight ½ Carat

Yellow Gold **$225**
Platinum **$250**
Federal Tax Included

Frederick's is participating in the National Diamond Exhibit, March 23rd to April 12th. During this Exhibit Frederick's will feature many outstanding diamond values at prices to suit your budget. Anticipate your diamond needs and save.

USE OUR
LAY-AWAY PLAN
or
BUDGET
YOUR PAYMENTS
No Extra Charges

FREDERICK'S
Jewelers, INC.
Established 1908
1563 MAIN ST., SPRINGFIELD, MASS

NOW—THE PERFECT-FITTING

'Contourelle Collar'

designed to stay in place and to fit as though made just for you!

Adjustable link-fastener
keeps Contourelle Collar
in place, assures
perfect comfort

Four strand simulated pearl collar shown, $7.00
three strand, $5.00. Others from $3.00.
Bracelet, $2.00 . . . earrings, $1.00. Plus tax.
At leading department and specialty stores.

La Tausca

HELLER-DELTAH COMPANY, INC.
411 FIFTH AVENUE, NEW YORK

The PAINT SEASON Is On

[illegible]

And Here We Are With a Full Line Of

HOUSE PAINT	gal. $1.99
FLAT PAINT	gal. $1.89
ENAMEL PAINT	gal. $2.49
EXT. RED & GRAY	gal. $1.59

All Accessories
Wall Papers, Turpentines
Good Qualities — Low Prices
Make Your House A Home

[illegible]

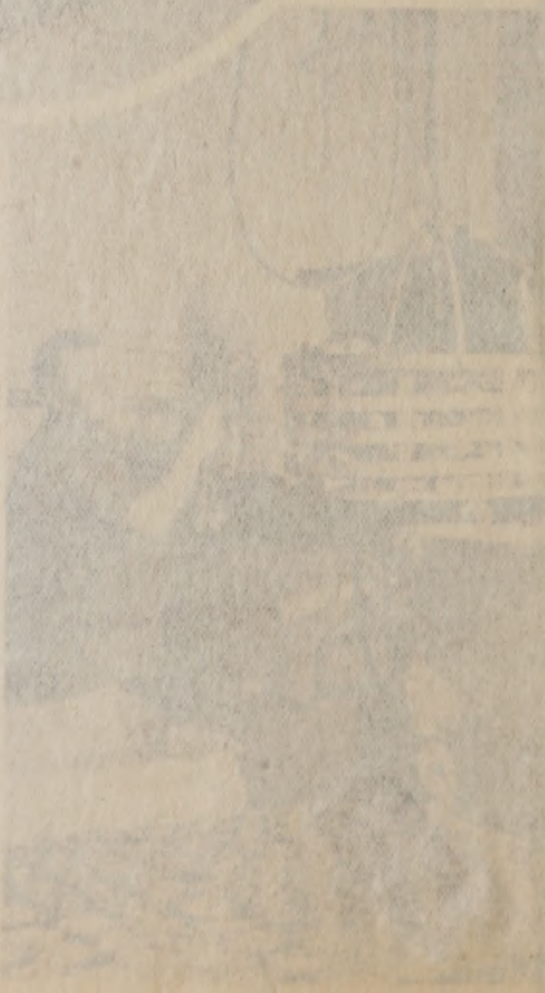
SEEDS BY THE BRICK

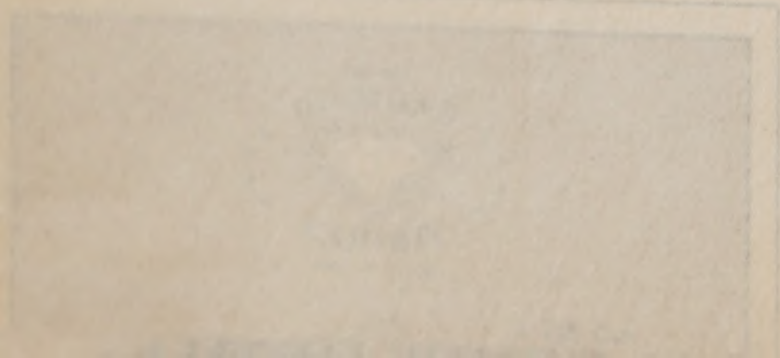
The seeds of the mushroom industry are in Dominick DeNigro's hands. A worker at the converted mill, DeNigro inspects spawn spores that will soon produce large, white, tender mushrooms.

COOKING

— RIGHT —

Owner Sam Poplock guides a bale of sealed cans, packed with choice mushrooms, to a large steam cauldron, where the mushrooms will be cooked at a temperature of 240 degrees.





Newsweek

NEWSWEEK BUILDING · BROADWAY AND 42ND STREET
NEW YORK 18

March 29, 1950

Mr. Edwards R. Hopple
Public Relations Director
Station WAMF
Amherst College
Amherst, Mass.

Dear Mr. Hopple:

This is just a hasty note to call your attention to page 48 of the current (April 3, 1950) issue of Newsweek which carries a story on the starting of the Pioneer Network.

I am terribly sorry that we were not able to be represented at the opening ceremonies but, unfortunately, these came at a bad time for us.

Again we want to congratulate you and wish you a very successful future for the Pioneer Network.

Sincerely,

Davis

F. E. Davis
Assistant to the Publisher

THE MAGAZINE OF NEWS SIGNIFICANCE

THE SPRINGFIE

Entered as second-class matter at Post Office at
Springfield, Mass., under the act of March 3, 1879

SPRINGFIELD, MASS., TUESDAY MORNING, MA

NEW THREE-COLLEGE RADIO NETWORK—Left to right: Wayne Langill of Claremont, N. H., head of Station WMUA at the University of Massachusetts; Patricia Butler of Brooklyn, New York, head of Station WCSR at Smith College; and Robert Vance of Worthington, O., head of Station WAMF at Amherst College and president of the new network, prepare to tell listeners of the three colleges of the organization of PBS, the Pioneer Broadcasting System, believed to be the first direct line intercollege broadcasting network in the country.

Amherst, March 13—Student-operated radio stations at Amherst College, University of Massachusetts and Smith College have joined forces in what is believed to be the first direct-line intercollege broadcasting network in the country. The network, known as the Pioneer Broadcasting System or PBS, is now running test broadcasts and will have its formal open-

Continued On Page 9

THAMPTON AND HAMPSHIRE COUNTY

John
Cor

ıgsters Gain to Swim Course

Jack Manning, both were able to pass the beginner's test and were presented diplomas. A total of 53 boys and girls took the course and passed the swim tests, it was announced by Errol V. Ridgwell, executive secretary of the Red Feather agency. Dates for the annual Red Cross life saving course will be announced soon.

tle Stalemated

He was first on the scene of Sunday night's mishap, and, although both cars involved had to be towed away, he was compelled to stand around while a competing firm towed first one machine and then the other out of the way of traffic at the dangerous Bridge St. curve.

Whether a complaint was registered with Mayor Ryan today over the alleged discrimination, could not be determined tonight.

ıts in 'Hamp

Fred Whitburn, Mrs. George

Furcolo Bill Would Return $17,000 Fund To Northampton

Washington, D. C., March 13—Rep. Furcolo (D-Mass.) introduced today a bill to pay the city of Northampton $16,915.65 of a judgment dating back to the days of Public Works Administration projects.

James R. Walsh sued the city for $36,919.57, plus interest, for damages he said he suffered as a result of a PWA project. The Superior Court of Hampden County, Massachusetts, awarded Walsh $16,915.65 which Mayor Luke Ryan feels should be paid by the government, since it was a federal project.

Furcolo's measure is for that purpose.

SNOW, FREEZING RAIN CAUSE OF ICY HIGHWAYS

Chester Sarafin of 'Hamp Injures Nose as Cars Collide

Northampton, March 13—Two cars

City Fathers Smith's

Home Economics Pupil in Makeshi

Northampton, March 13—If th
to the heart is through a
stomach, then the trustees of S
School should be assured of
Council support for a new shop
ing to replace the one burned
ground five years ago.

Served by Pupils

All members of the City C
were guests tonight at a chicke
ner prepared and served by pu
the home economics course
school, as guests of the di
Philip Fox, and the trustees.

Following the dinner, which w
claimed by all council member
to attend, the city fathers were
on a tour of the makeshift ar
ments in which the shop cour
the vocational school are being t
The cellar hole of the burned
shop, and several buildings whi
day were termed little more
shacks by Trustee Donald P.
were among the facilities inspec
the councilmen and aldermen.

With a danger existing that S
School will be overlooked when
are doled out for new school bu
from the $500,000 surplus inheri
the present city administ

D, MASS., TUESDAY, MARCH 14, 1950 9

adaptable to heavy and light seasons. "Comfortable, moveable chairs," Canon West said, "are the only answer."

Three Colleges

Continued From Page 1

ing and first official broadcast later this month.

Linked by Phone

The three stations, Amherst College's WAMF, WMUA at the University of Massachusetts in Amherst, and Smith's WCSR seven miles away in Northampton, Mass., will be linked by direct telephone connections for the daily three-way broadcasts.

Student heads of the college stations point out that the joint programming will enable each station to extend its time on the air to 69 hours a week and to reach about 9000 campus listeners. It will also offer a greater variety in programs and a greater market to advertisers as well as give the technician and production staffs an opportunity to meet more of the problems that are connected with professional radio work. The test broadcasts which have been tried out on a five-hour-a-day basis, have indicated the practicability of the three-way system.

The network brings together a state university, a privately endowed men's college, and a privately endowed women's college, all of which are residential. Interest in radio on the three campuses is high and the three staffs now total more than 350 students.

Founders Days discussion group: Few churches have a pew arrangement

Each college will present programs which have been effective on its own campus. Specialties include radio plays at Amherst, music at the University of Massachusetts and interview programs at Smith. It is also expected that, from time to time, visiting speakers at one of the three colleges will be heard over the network.

PBS, which gets its name from the Pioneer Valley area in which the three colleges are located, is headed by a board of nine directors with a president. Robert Vance of Worthington, Ohio, head of the Amherst station, is president. The directors are Wayne Langill of Claremont, N. H., head of the University of Massachusetts station; Patricia Butler of Brooklyn, head of the Smith station; Edward Hopple from Cincinnati, and John Hubbard from White Plains, N. Y., representing the Amherst station; Robert Bates from Winchester and Roy Pitman from Dorchester, representing the University of Massachusetts station; and Selma Pierson from Binghamton, N. Y., and Eleanor Echikson from Maplewood, N. J., representing the Smith station.

License Board Fails to Set Up Date for Hearings

Waiting to Make Satisfactory Arrangements With ABC Board, Chairman [illegible] Declares

SEVERAL POINTS QUESTIONED IN SCHOOL PAY PLAN

Dog That Bit Not

Put Out of

SALES LECTURE OPENS TONIGHT

October 25, 1950

Mr. Sam B. Warner
Register of Copywrites
Library of Congress
Washington, D. C.

Dear Mr. Warner:

I would appreciate very much rereceiving an application for copywriting the name of a college radio organization, The Pioneer Broadcasting System. In conjunction with several other college stations in this area we have set up this organization which is connected by telephone lines and therefore permitting one station to broadcast on several different campuses at the same time.

Over the air and elsewhere we use the name Pioneer Broadcasting System or "PBS". We have found this name to be very popular and useful to us. We, therefore, would like to copywrite it for our use.

As a member of "PBS" we would like to handle this matter, and would appreciate receiving the necessary forms.

Sincerely yours,

Jerry B. Wilkoff
Business Dept.

December 5, 1950

MASSACHUSETTS COLLEGIAN
S. College
University of Massachusetts
Amherst, Mass.

Att: Editorial Board

Dear Sirs:

The staff of WAMF, The Amherst College Broadcasting system, wish to congratulate the staff of THE MASS. COLLEGIAN for their article on Wayne Langill in the November 30, 1950 issue.

In working with Wayne we have found him a born leader, extremely capable, and a great guy. Because of his work at WMUA and on the board of P.B.S., every station in the network has profited both individually and as a whole.

We again congratulate THE COLLEGIAN on bringing the great work of Wayne Langill to the student body's attention.

Sincerely yours,

WAMF - The Amherst College
Broadcasting System

Edwards R. Hopple
Executive Board

ERH/weh

December 5, 1950

Radio Station WMUA
University of Massachusetts
Amherst, Mass.

Att: Wayne Langill

Dear Wayne:

I want to take this opportunity to congratulate you on the marvelous job you've done in organizing and being the driving force behind Station WMUA. I, for one, know your shoes are going to be hard to fill.

In working with you in The Pioneer Broadcasting System, organizing and actually putting it in running order, I feel you did more than your share -- and each station today and in years to come will benefit individually and as a whole by the work which was done in that period of infancy. You and WMUA were an integral part of that period.

On behalf of Station WAMF I want to thank you -- and congratulate you on the job well done. Even though you're now on the sidelines, stop in and see us anytime -- whether on business or just to guzzle a coke! At any rate, best of luck in the future.

Sincerely yours,

WAMF - Amherst College

Edwards R. Hopple
Bus. Dept.

ERH/weh

PIONEER BROADCASTING SYSTEM - SPONSORSHIP PROGRAM LOG

TIME ON	TIME OFF	TITLE	TYPE	ORIGIN
8:00 00	8 29 00		½ Morning Show	
6 59 30	7 00 00	Break - 1/2 min		LOCAL
7 00 00	7 04 30	NEWSCAST	NEWS	Amherst
7 04 30	7 05 00	Break	1/2 min	LOCAL
7 05 00	7 24 30	DISCOLOGY	records	
7 24 30	7 25 00	Break	1/2 min	LOCAL
7 25 00	7 29 30	LOCAL OR NET (NOT SPONSORED)		LOC*NET
7 29 30	7 30 00	Break	1 min	LOCAL
7 30 00	7 44 00	TOPS IN POPS Fri: WWINYC	record preview	
7 44 00	7 45 00	NETWORK SPOT (NO BREAK) --		NETWORK
7 45 00	7 59 00	SPORTS	Sports	NETWORK
7 59 00	8 00 00	Break	1 min.	Local
8 00 00	8 29 00	1/2 hr. shows	various	NETWORK
8 29 00	8 30 00	Break - 1 min.	1 min.	Local
8 30 00	8 44 00	1/4 hr. show (Musiquiz Wed)	various	NETWORK
8 44 00	8 45 00	NETWORK SPOT - 1 min	No St. Break	NETWORK
8 45 00	8 59 00	1/4 hr. show	various	Network
8 59 00	9 00 00	Break	1 min.	Local
9 00 00	-------	NOT SPONSORED, but all programmed Local spots at: 9:29:00 - 9:30:00 9:59:00 -10:00:00 CLASSICAL HOUR --10:00:00 -10:54:00 Local Spot 10:54:00 -10:55:00		
-------	10 55 00			
10 55 00	10 59 30	SPONSORED I N S NEWSCAST		Amherst
10 59 30	11 00 00	Thirty Sec. Break		Local

7 00 00	7 14 00		15 min. show	
7 14 00	7 15 00	Break — 1 min.	Break	Local
7 15 00	7 29 00		15 min. show	
7 29 00	7 30 00	Break — 1 min.	Break	Local
7 30 00	7 59 00		30 min. show	
7 59 00	8 00 00	Break — 1 min.	Break	Local
8 00 00	8 29 00		30 min. show	
8 29 00	8 30 00	Break — 1 min.	Break	Local
8 30 00	8 59 00		30 min. show	
8 59 00	9 00 00	Break — 1 min.	Break	Local
9 00 00	9 14 00		News	
9 14 00	9 15 00	Break — 1 min.	Break	Local
9 15 00	9 29 00		15 min. show	
9 29 00	9 30 00	Break — 1 min.	Break	Local
9 30 00	9 59 00		30 min. show	
9 59 00	10 00 00	Break — 1 min.	Break	Local
10 00 00	10 29 30		Classical Music	
10 29 30	10 30 00	Break — 30 secs.	Break	Local
10 30 00	10 59 00		Classical Music	
10 59 00	11 00 00	Break — 1 min.	Break	Local
11 00 00	11 14 00		News	
11 14 00	11 15 00	Break — 1 min.	Break	Local
11 15 00	11 29 00		Disc	
11 29 00	11 30 00	Break — 1 min.	Break	Local
11 30 00	11 59 00		Disc	
11 59 00	12 00 00	Break — 1 min.	Break	Local

PROGRAM LOG

Pioneer Broadcasting System

Date ....

Station ....

TIME ON	TIME OFF	PROGRAM TITLE	PROGRAM TYPE	ORIGIN
A. M.				
8 00 00	8 29 00		½ hr. morning show	
8 29 00	8 30 00	Break — 1 min.	Break	Local
8 30 00	8 49 00		¼ hour morning show	
8 49 00	8 50 00	Break — 1 min.	Break	Local
8 50 00	8 59 00		News	
8 59 00	9 00 00	Break — 1 min.	Break	Local
P. M.				
3 00 00	3 29 30		Classical Music	
3 29 30	3 30 00	Break — 30 secs.	Break	Local
3 30 00	3 59 30		Classical Music	
3 59 30	4 00 00	Break — 30 secs.	Break	Local
4 00 00	4 04 30		News	
4 04 30	4 05 00	Break — 30 secs.	Break	Local
4 05 00	4 29 30		Disc	
4 29 30	4 30 00	Break — 30 secs.	Break	Local
4 30 00	4 59 30		Disc	
4 59 30	5 00 00	Break — 30 secs.	Break	Local
5 00 00	5 49 30		Disc	
5 49 30	5 50 00	Break — 30 secs.	Break	Local
5 50 00	5 59 30		News	
5 59 30	6 00 00	Break — 30 secs.	Break	Local

CONSTITUTION

of

The Pioneer Broadcasting System

CONSTITUTION OF THE PIONEER BROADCASTING SYSTEM

rticle I - Name

The name of this organization shall be the Pioneer Broadcasting ystem.

rticle II - Purpose

The purpose of this organization shall be to coordinate the member ollegiate radio stations into a radio network, operated so as to provide broader range of entertainment and instruction for the college audiences, nd further to promote in all ways an interest in and understanding of adio as an artistic and educational medium.

rticle III - Membership

Section 1 - Stations

The college radio stations comprising the Pioneer Broad-asting System shall be those of Amherst College, Smith College, and the niversity of Massachusetts.

Section 2 - Limitations

Member stations may not enter into any other advertising r broadcasting agreements with any other station or stations without the xpress consent of the other two stations.

Section 3 - Personnel

The personnel comprisihg the staff of this organization hall consist of a board of diredtors, as outlined in Section 4 of this rticle, and departmental staffs, as outlined in Section 5 of this rticle.

Section 4 - Directors

The president when present shall preside at all meetings f personnel, and shall be responsible to the other directors as a board for the exercising of his supervisory authority over all departments in such a manner as to insure a maximum of coordination and efficiency, in keeping with the general policy of the organization, which is to be formulated by all the directors actings as a board.

The secretary-treasurer shall perform the duties of the president in the latter's temporary absence, and shall be responsible for maintaining accurate financial records for the organization. He shall in addition be responsible to the president and to the other directors acting as a board for authorizing only those expenses in keeping with the policy established by the board.

The promotion director shall be responsible for promotion and publicity and all formal news releases to non-college persons or agencies, such releases having been approved by each station manager prior to release.

nstitution - Article III, Section 4, Con't.)

The advertising manager shall be responsible for securing vertising from national advertising agencies and other sources, for llecting network charges for such advertising, and for compiling itable commercial copy for broadcast use.

The program representatives, of which there shall be three, e representing each station, shall be responsible for network programng and production of network programs. The three program representives shall choose from their number a representative to act as program ordinator, and it shall be his responsibility to coordinate network ogram activities.

The station directors, of which there shall be three, one presenting each station, shallbe responsible for insuring efficient operation between their station and the network.

In the event that the director elected president (see ction 5 of this Article) is a station manager in his own station, his cant position on the board shall be filled by a representative elected appointed from the president's station, and the new representative shall ld the position of member at large.

Section 5 - Departmental Staff

The advertising manager, promotion director, and secrtary-treasurer may each appoint a departmental staff to assist him carrying out his function, provided only that the members of such taffs be chosen from among those persons who have served with a member tation for at least one month, and provided that at least one member rom each station is on each such staff. Program representatives may imilarly appoint a program and production staff.

Section 6 - Election of Directors

Prior to the second Monday in May of each Year each tation shall elect or appoint three persons to represent that station n the network during the coming year. One of the three representatives o chosen must be the station manager of the station concerned. The emaining two representatives must have served with the member station or at least one month. These nine persons shall meet during the second eek of May with the outgoing network board to elect an incoming presdent, no more than one representative from each station on each board eing absent. The president may be from any station, but must be chosen rom among the nine persons just appointed by the stations to be members f the new board. A two-thirds plus one vote shall be required to elect he president, every member of the old board, including the president, nd every member of the new board being entitled to one vote. The new resident having been elected, the old board is officially retired from ffice. Within two days that station from which the new president was ppointed must elect or appoint another representative to the network oard. As soon as this representative is appointed those ten persons omprising the new board shall meet and elect a secretary-treasurer, n advertising manager, and a promotion director, each of these officers eing from a different station, although they need not necessarily aleady be members of the Board. In the event one of the three offices

onstitution - Article III, Section 6, Con't.)

s filled by someone not already on the board, such new officer shall be
ntitled to attend board duties but may not vote. The offices of secre-
ary-treasurer, advertising manager, and promotion director shall be
illed by candidates receiving at least seven votes.

Section 7 - Meetings of the Board

A meeting of the board of directors may be called by the
resident when deemed advisable by him, or by any three other directors.
t least one meeting must be held in each month of the college year. A
uorum shall consist of any six directors, including the president, pro-
ided that at least two representatives from each station are present.
ach director except the president shall have one vote, except as pro-
ided in Section six (6) above. The president may exercise the priv-
lege of one vote in the event of a tie.

Section 8 - Removal of elected members

An elected member of the board may be removed by consent
f six other directors, provided that at least two representatives from
is station vote.

rticle IV - Scope of Authority

Section 1

No part of this constitution shall be construed to mean
hat the Pioneer Broadcasting System or its officers is empowered to ex-
rcise any executive authority whatever over the administration of any
ember station except as outlined in Sections 2, 3, and 4 of this Article.

Section 2

Member stations shall be obliged to broadcast those programs
or which the network has received remuneration from sponsors predicated
n the assumption that all member stations of the network would broad-
ast such programs and shall likewise be obliged to broadcast any com-
ercial announcements contracted in the name of the Network for broad-
ast by all member stations, provided only that prior consent was given
n the name of such member station by its network program representative
n accordance with Section 4 of this Article.

Section 3

The advertising manager may not solicit advertising for,
nd program representatives may not schedule, programs for broadcast
ver the network which are not compatible with the policy outlined by
the board, or which contain material not in conformity with the admin-
istrative policy of any college whose station is concerned.

Constitution - Article IV, Con't.)

Section 4

No program may be offered for sponsorship before each of the three program pepresentatives has agreed that it will be broadcast over the station he represents, provided that each station must schedule a minimum of two hours each weekday except Saturday for transmission of a network program, for which advertising will be solicited to insure sufficient funds for normal operations.

Article V - Income

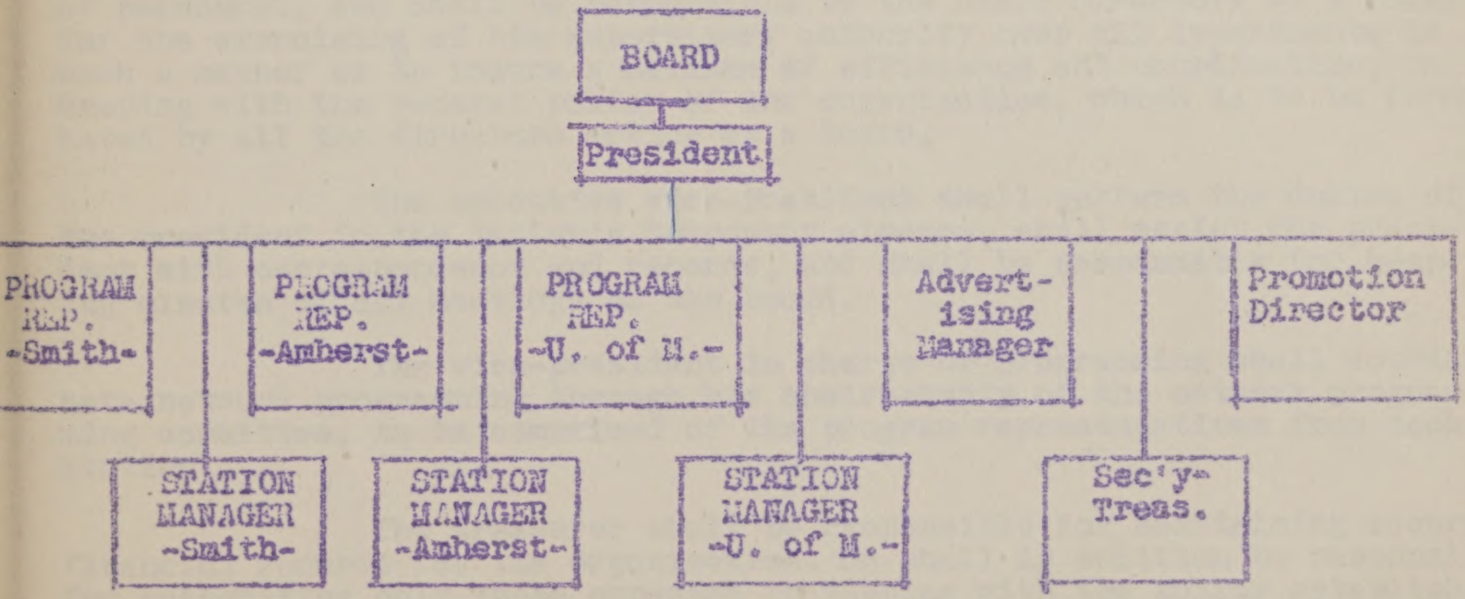
Income received by the network shall be applied to operating expenses approved by the board. Surplus funds shall accumulate until disposed of by the board in a manner satisfactory to at least two representatives of each member station.

Article VI - Resignation from Network

A member station desiring to withdraw from this organization shall give advance notice of at least six months to the board.

Article VII - Amendments

Amendments may be proposed by any member of the board of directors and shall become a part of the Constitution when approved by two-thirds of the board in meeting assembled, provided that at least two representatives from each station vote, at least one vote from each station being affirmative, and provided that such voting takes place at least one week after the proposed amendment is submitted for consideration.


BOARD
President
PROGRAM REP. -Smith-
PROGRAM REP. -Amherst-
PROGRAM REP. -U. of M.-
Advertising Manager
Promotion Director
STATION MANAGER -Smith-
STATION MANAGER -Amherst-
STATION MANAGER -U. of M.-
Sec'y-Treas.

(Constitution - continued)

1st Amendment - Revision of amendment procedure (Ratified May 2, 1950)

The clause "and provided that such voting takes place at least one week after the proposed amendment is submitted for consideration" is hereby deleted from Article VII of this constitution.

2nd Amendment - Substitution of new constitution (Ratified May 2nd, 1950)

The entire foregoing constitution, with the exception of Articles I and II, is deleted, and the following substituted for Articles III, IV, V, VI, and VII as amended:

Article III - Membership

Section 1 - Stations

The college radio stations comprising the Pioneer Broadcasting System shall be those of Amherst College, Smith College, and the University of Massachusetts. Additional stations may be added by extending them membership in an amendment to this constitution.

Section 2 - Personnel

The personnel comprising the staff of this organization shall consist of a board of directors, as outlined in Section 3 of this Article, and departmental staffs, as outlined in Section 4 of this Article.

Section 3 - Directors

The president when present shall preside at all meetings of personnel, and shall be responsible to the other directors as a board for the exercising of his supervisory authority over all departments in such a manner as to insure a maximum of efficiency and coordination, in keeping with the general policy of the organization, which is to be formulated by all the directors acting as a board.

The executive vice-president shall perform the duties of the president in the latter's temporary absence, shall assist the president with correspondence and records, and shall be responsible for keeping minutes of all meetings of the board.

The vice-president in charge of programming shall coordinate network programming through his chairmanship of the network programming committee, to be comprised of the program representatives from each station.

The treasurer shall be responsible for maintaining accurate financial records for the organization. He shall in addition be responsible for authorizing only those expenses in keeping with the policy established by the board.

The promotion director shall be responsible for promotion and publicity and for all formal news releases to non-college persons or agencies, such releases having been approved by each station manager prior to release.

The sales manager shall be responsible for the sale of network time and/or programs. The sales policy of the network, including rates, shall be subject to the approval of the directors as a board.

Section 4 - Departmental Staff

Any director heading a department may appoint a departmental staff to assist him in carrying out his function, provided only that the members of such staffs be chosen from among those persons who have served with a member station for at least one month, and provided that opportunity is given for at least one member from each station to serve on each departmental staff.

Section 5 - Administrative Policy Committee

The president of each college whose station is a member shall be requested to appoint one or two members of the faculty from that school to serve on an Administrative Policy Committee. This committee shall meet with the president and vice-presidents of the network. Meetings shall be held at least once each year, or oftener at the call of the president of the network or the faculty representative of any college. The committee shall serve to insure that network policies, programs, and performers do not in any way run counter to the policies or best interests of any college whose station is a member.

Section 6 - Election of Directors

Prior to the second Monday in May of each year each station shall elect or appoint three persons to represent it on the network the following year. One of these three representatives is to be the station manager of the station concerned. The remaining two representatives must have served with the member station for at least one month. These persons shall meet during the second week in May with the outgoing board to elect the incoming president, no more than one representative on each board from each station being absent. The president may be from any station, but must be chosen from among those persons just appointed by the stations to be members of the new board. Preferential voting shall be used in this election, and any person who is a member of both the outgoing and incoming boards shall be entitled to cast two ballots. The new president having been thus elected, the old board is officially retired from office. Within two days that station from which the new president was elected must elect or appoint another representative to the network board. As soon as this representative is appointed the new board shall meet and elect the other new officers by a majority vote, no more than one representative from each station being absent.

Section 7 - Meetings of the board

A meeting of the board of directors may be called by the president of the network whenever deemed advisable by him, or by any three other directors.

(Art. III, Sec. 7)

At least one meeting shall be held during each calendar month of the college year. A quorum shall consist of two-thirds of the representatives, provided that at least two representatives from each station are present. Each director except the president shall be entitled to one vote. When acting in the president's capacity the executive vice-president shall not be entitled to a vote, excepting that either the president or the executive vice-president may exercise the privilege of one vote in case of tie.

Section 8 - Removal of Elected members

An elected or appointed representative to the network may be removed from the board by consent of three-fourths of the directors, provided that at least one representative of that member's station votes for his removal, and provided that at least two representatives from his station vote.

Section 9 - Limitations

Member stations may not enter into any other advertising or broadcasting agreements with any other station, stations, or network, without the express consent of each of the other member stations.

Article IV - Scope of Authority

Section 1

No part of this constitution shall be construed to mean that the Pioneer Broadcasting System or its officers is empowered to exercise any executive authority whatever over the administration of any member station except as outlined in Sections 2, 3, and 4 of this Article.

Section 2

Member stations shall be obliged to broadcast those programs which have been sold by the sales manager on the assumption that all member stations of the network would broadcast such programs and shall likewise be obliged to broadcast any commercial announcements contracted for in the name of the network for broadcast by all member stations, provided only that prior consent was given in the name of the member station by its network program representative in accordance with Section 4 of this Article.

Section 3

Programs may not be broadcast over the network which are not compatible with the policy outlined by the board of directors, or which contain material not in conformity with the established administrative policy of any college whose station is concerned.

Section 4

No program may be offered for sale before each of the program representatives has agreed in the name of his station that such program will be broadcast over the station he represents, provided only that each station must schedule a minimum of two hours daily Sunday through Friday inclusive for any network programs sold by the sales manager.

Article V - Income

Section 1

Income received by the network shall be applied to the operating expenses as approved by the board of directors. Any surplus funds shall accumulate until disposed of by the board in a manner satisfactory to at least two representatives of each member station.

Section 2

The books of the network shall be audited yearly by a reputable auditor, such as the treasurer of one of the member colleges. The fiscal year shall end on the second Monday in May.

Article VI - Resignation from Network

A member station desiring to withdraw from this organization shall give advance notice of at least six months to the board.

Article VII - Amendments

Amendments may be proposed by any member of the board of directors and shall become a part of the constitution when ratified by two-thirds of the directors present in a regularly called meeting, provided that at least two representatives from each station vote, at least one vote from each station being affirmative.

(End of 2nd Amendment)

3rd Amendment - American International College (Ratified May 2nd, 1950)

The student radio organization of American International College is granted membership in this organization, effective immediately. Until such time as a student station is constructed on the campus, Sections 2 and 4 of Article IV shall be considered inapplicative to the radio organization of American International College. At any time a student station is constructed on that campus, however, Sections 2 and 4 of Article IV shall be automatically binding on AIC.

4th Amendment -

4th Amendment - Revision of amendment procedure (Ratified May 2nd, 1950)

The clause "and provided that such voting takes place at least three days after the proposed amendment is submitted to the directors for consideration" is added after the word "affirmative" in Article VII of the 2nd Amendment.

(end)

Pioneer Broadcasting System — Member Station Personnel

WMUA - University of Massachusetts, Amherst, Mass.
Studio Phone: Amherst 900 Ext. 231
Business Office: 900 Ext. 425

1. Wayne Langill, Station Mgr. WMUA — P.B.S. Ex. Vice-President
215 Greenough Amh. 9-1218
2. John Benvenuti, Adm. Dir. — P. B.S. Board Member
109 Mills House Amh. 8153
3. Dan Davies, Prog. Dir.
301 Brooks Amh. 8262 — P. B. S. Board - Prog. Dept.
4. Dave Baker, Tech. Dir.
203 Middlesex Amh. 8374
5. Joe Dombrowski, Prod. Dir.
218 Plymouth Amh. 8114
6. Larry Higgins, Chief Announcer
7. Gene Ryan, Special Events

- - - - - - -

AIC Radio - American International College, Springfield, Mass.
Studio Telephone: Spfld. 7-5336

1. Joe Bernstein, St. Mgr. — P. B. S. Board Member
Street Hall, AIC Spf. 4-9318
2. Dennis Coggin, Ass. P. Dir.
75 Dwight St., Spfld. — P. B. S. Time Sales Mgr.
3. Chuck Bristol, Chief Ann.
21 Riverview St., Spf. 3-2748 — P. B. S. Board Member
4. Dave Boudreau , Tech. Dept. head
Street Hall, AIC Spf. 4-9318

- - - - - - -

WAMF - Amherst College Broadcasting System, Walker Hall, Amherst, Mass.
Studio Phones: Amherst 1050, Ext. 239
Amherst 1230

1. James Baldwin, St. Mgr. — P. B. S. Board Member
Phi Gamma Delta Amh. 8090
2. Robert Morgan, Prog. Dir.
Theta Xi Amh. 81175
3. Phil Knowles
Kappa Theta Amh. 1013MK — P. B. S. Board Member
4. Richard Epstein, Member at Large — (in chg. of telephone lines)
Kappa Theta Amh. 1013MK
5. Edwards Hopple, Bus. Dept. — P.B.S. V¾Pres
Phi Delta Theta Amh. 1214JK
Amh. 81111

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WCSR - Smith College, 10½ Prospect Street, Northampton, Mass.
Studio Phone: N'Hampton 2700, Ext. 512

1. Selma Piersons, St. Mgr. 215 Clark - P. B. S. President
2. Nancy Kugel, Head of Prod. 286 Gillett - P. B. S. Prod. Dept.
3. Edie Clarke, Tech. Head. 391 Hubbard - P. B. S. Treasurer
4. Marilyn Moss, Ex. Sec., 294 Wilson - P. B. S. Board
5. Sue Tower, Bus. Mgr. 312 Baldwin
6. Tex Schwartz, Pub. Head 216 Comstock
7. M. FitzRandolph, Adv. Mgr. 494 Wilson

P. B. S.

THE PIONEER BROADCASTING SYSTEM

Walker Hall
Amherst, Mass.

his agreement entered into this ____________ day of ____________,
9 ___, by and between P. B. S., The Pioneer Broadcasting System, and the ndersigned hereafter called the Advertiser, witnesseth that,

ubject to the terms and conditions printed on this contract, P. B. S. grees to furnish broadcasting facilities over its network to:

____________ for ____________
(Advertiser) (Name of Program)

____
(Length of Broadcast) (Hour) (Days) (Times per Week)

____
(Total No. of Times) (Beginning) (Ending)

ROGRAM MATERIAL ARRANGEMENTS ---

ommercial Announcements:

ontinuity:

dditional:

- -

ATES:	Network Charge	Talent	Other Charge
ach Broadcast:	$ ____________	$ ____________	$ ____________
or ___ Broadcasts	$ ____________	$ ____________	$ ____________

OTAL: $ ____________ per broadcast

$ ____________ for contract

n return for said service the Advertiser agrees that payments are to be ade to the Network as follows: ____________

he first payment to be due ____________, 19 ___

itness our hands and seals the day and date first mentioned above:

____________ ____________
(Representative of P.B.S.) (Advertiser)

-This contract subject to conditions written on reverse side-

Standard Conditions

TERMINATION

This agreement may be terminated be either party by giving the other two week's notice, unless otherwise stipulated on the face of this order. Any renewal of this contract shall be subject to the rates add terms in effect at the time of such renewal. If the advertiser terminates the agreement it will pay the network according to the station's published rates for the lesser number of periods, for all previous services rendered by the station. If the station terminates the agreement; either the advertiser and the network will agree on a satisfactory substitute day or time at the rates in effect at the time this agreement was made, or, the advertiser will pay the station according to the rates specified herein, for all previous services rendered by the network; that is, the advertiser shall have the benefit of the same time discounts which the advertiser would have earned had it been allowed to complete the order. In the event of such termination, neither party shall be liable to the other party otherwise than as specified in this paragraph.

- - - - - - - - -

INABILITY TO BROADCAST

Should the network, for any reason whatsoever, be unable to broadcast one of the advertiser's program at the time specified, the station shall not be liable to the advertiser for damages but will communicate with the advertiser for as far in advance as possible. The advertiser will then either agree with the network on a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rate shown on this contract. In the event of such cancellation or postponment, the network will make, if approved by the advertiser, a suitable courtesy announcemen as to the reason for cancellation or postponment, and as to any substitut time agreed upon.

- - - - - - - - -

SUBSTITUTION OF PROGRAM OF PUBLIC IMPORTANCE

The network shall have the right to cancel any broadcast covered by this order and substitute a program of such outstanding public importance that failure to broadcast same would work injury alike to the network and the advertiser. In such case, the station will notify the advertiser as far in advance as possible, and the advertiser and the network will agree on a satisfactory substitute day or time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered cancelled without affecting the rates or rights shown on this order. In the event of such cancellation or postponment, the network will make, if approved by the advertiser, a suitable courtesy announcement as to the reason for cancellation or postponment and as to any substitute time agreed upon.

P. B. S.

THE PIONEER BROADCASTING SYSTEM

Walker Hall
Amherst, Mass.

his agreement entered into this ______________ day of ______________,
9 ___, by and between P. B. S., The Pioneer Broadcasting System, and the
ndersigned hereafter called the Advertiser, witnesseth that,

ubject to the terms and conditions printed on this contract, P. B. S.
grees to furnish broadcasting facilities over its network to:

______________ for ______________
(Advertiser) (Name of Program)

____
(Length of Broadcast) (Hour) (Days) (Times per week)

____
(Total No. of Times) (Beginning) (Ending)

ROGRAM MATERIAL ARRANGEMENTS ----

ommercial Announcements:

ontinuity:

dditional:

- -

ATES:	Network Charge	Talent	Other Charge
ach Broadcast:	$ ______	$ ______	$ ______
or ___ Broadcasts	$ ______	$ ______	$ ______

OTAL: $ ______________ per broadcast

$ ______________ for contract

n return for said service the Advertiser agrees that payments are to be

ade to the Network as follows: ______________

he first payment to be due ______________, 19 ____

itness our hands and seals the day and date first mentioned above:

______________ ______________
(Representative of P.B.S.) (Advertiser)

P. B. S.

THE PIONEER BROADCASTING SYSTEM

Walker Hall
Amherst, Mass.

is agreement entered into this ____________________ day of ____________,
____, by and between P. B. S., The Pioneer Broadcasting System, and the
dersigned hereafter called the Advertiser, witnesseth that,

bject to the terms and conditions printed on this contract, P. B. S.
rees to furnish broadcasting facilities over its network to:

____________________ for ____________________
(Advertiser) (Name of Program)

____
(Length of Broadcast) (Hour) (Days) (Times per week)

____
(Total No. of Times) (Beginning) (Ending)

OGRAM MATERIAL ARRANGEMENTS ----

mmercial Announcements:

ntinuity:

ditional:

- -

TES:	Network Charge	Talent	Other Charge
ch Broadcast:	$ ____________	$ ____________	$ ________
r ____ Broadcasts	$ ____________	$ ____________	$ ________

TAL: $ ____________________ per broadcast

$ ____________________ for contract

return for said service the Advertiser agrees that payments are to be
de to the Network as follows: ______________________________

e first payment to be due ____________________, 19 ______

tness our hands and seals the day and date first mentioned above:

____________________ ____________________
(Representative of P.B.S.) (Advertiser)

-This contract subject to conditions written on reverse side-

E CARD - NATIONAL ADVERTISING - The Pioneer Broadcasting System

WAMF - Amherst WMUA - Un. of Mass. WCSR - Smith
(WSFL) - AICR - Am. Int. College

	1 period	6 periods	12 periods	36 periods	72 periods
hour	$80.00	$76.00	$64.00	$56.00	$48.00
hour	52.00	49.40	41.60	36.40	31.20
hour	28.00	26.60	22.40	19.60	16.80
min.	16.00	15.20	12.80	11.20	9.60

OT RATES -	Station Breaks and during music programs				
	(1)	(6)	(12)	(36)	(72)
1 minute or two ½ min.	$6.25	$6.25	$5.00	$4.50	$4.00

The above rates are for time charges, including facilities of the stations, engineers, staff announcers, and commercial copy service. All special details such as talent charges, program lines for remote broadcasts, etc. are extra. For special details contact the business manager of the P.B.S. station nearest you.

Standard Broadcast Day: 8:00 - 9:00 a.m.
2:30 -12:00 mid.

Standard Broadcast Week: Sunday through Saturday

* * *

Program Frequency Discounts are calculated on the following basis:

6 periods - 5% off
12 periods - 20% off
36 periods - 30% off
72 periods - 40% off

AMF	WSSR	WMUA	AIC Radio
herst, Mass.	Northampton, Mass	Amherst, Mass.	Springfield, Mass.

WAMF - Amherst
WCSR - Smith

LOCAL ADVERTISING RATE CARD

WMUA - U. of Mass
AIC - Springfield

PBS -
The Pioneer Broadcasting System

	1 period	6 periods	12 periods	36 periods	72 periods
1 hour	$40.00	$38.00	$32.00	$28.00	$24.00
½ hour	26.00	24.70	20.80	18.20	15.60
¼ hour	14.00	13.30	11.20	9.80	8.40
5 min.	8.00	7.60	6.40	5.60	4.80
discounts		5%	20%	30%	40%

spot rates -	Station Breaks and during music programs			
	(1)	(12)	(36)	(72)
1 minute or two ½ min.	$3.50	2.50	2.25	2.00

The above rates are for time charges, including facilities of the station, engineers, staff announcers, and commercial copy service. All special details such as talent charges, program lines for remote broadcasts, etc. are extra. For special details contact the business manager of the P.B.S. station nearest you.

Standard Broadcast Day: 8:00 - 9:00 a.m.
2:30 -12:00 mid.

Standard Broadcast Week: Sunday through Saturday

- - - - - - - - - - -

WAMF
Amherst, Mass.

WCSR
Northampton, Mass.

WMUA
Amherst, Mass.

AIC Radio
Springfield, Mass.

The College Radio Network pbs In The Pioneer Valley

THE PIONEER BROADCASTING SYSTEM

WALKER HALL
AMHERST, MASSACHUSETTS

February 9, 1950

Director of College Radio Station
Mt. Holyoke College
South Hadley, Mass.

Dear Madam:

The wired-wireless campus radio stations of Amherst, Smith, and the University of Massachusetts are negotiating to establish a radio broadcasting network through the use of leased telephone lines.

The basic foundation of this network has been established between the three schools during the past few months, and it is hoped that we may begin actual operations during the week of February 20th.

I am not aware of the state of development of your station at the present time, but if your organization is functioning at present or if operations are contemplated in the near future, I would appreciate the opportunity of meeting with representatives of your station to discuss the possibility of including Mt. Holyoke college in this new network.

Sincerely yours,

Robert R. Vance
President

RRV/eh

The College Radio Network pbs *In The Pioneer Valley*

THE PIONEER BROADCASTING SYSTEM

WALKER HALL
AMHERST, MASSACHUSETTS

FEB 22 1950

ARTHUR PELISSIER
CARE PHILIP LEGRAND STPETERSBURG FLO

YOUR FATHER AND BROTHER HAVE REFERED ME TO YOU FOR APPROVAL OF REMOTE BROADCASTS FROM SPORTSMENS TWENTY FIVE DOLLARS A MONTH COVERS TELEPHONE LINE CHARGES-TOTAL COST TO YOU. HALF HOUR WEDNESDAYS AND HALF HOUR SATURDAYS. WILL BE CARRIED OVER STATIONS AT AMHERST, UNIVERSITY, AND SMITH. PHONE LINE SITUATION CRITICAL. REQUEST WESTERN UNION REPLY COLLECT

ROBERT VANCE STATION WAMF

AMERICAN INTERNATIONAL COLLEGE RADIO

PROGRAM DEPARTMENT

May 21,1950

Programs that A.I.C.Radio can feed to the P.B.S.Network beginning October 13, 1950

1) ON THE WINGS OF SONG, 15 min., live. This program features the talents of a baratone,tenor and, a soprano with piano accompaniment. Capsule editions of musical comedies and operettas will be presented. There will be no dialogue, just music and songs.

2) THE QUIET HOUR, 15 min., live. This program will feature good poetry read by one of our star radio actors with a soft background of recorded music.

3) OPERA GEMS 1hr. (if net so desires we can feed half hour edition), recorded. Each show will feature a differant opera with plot given in an interesting way to tie musical selections together.

4) A.I.C.Radio Workshop, half hour,live, drama, features a good script weekly. Would prefer Mon. 9-9:30 P.M. slot.

5) MUSIC OF THE MASTERS, 1 hr.,recorded classical music with interesting commentary. Three times weekly.

6) MAN WITH A SONG, 15 min.,live. Features AIC's popular crooner with his uneque song stylings.

7) A.I.C. FORUM, 15 min.,live , bi-monthly. Featuring the A.I.C. Walter Rice Debate Council with interesting and timely discussions.

8) PROFESSORS PLATFORM, 15 min., bi-monthly. Each program would feature a differant A.I.C. professor talking about the subject that interests him most, from marbles to the atomic bomb.

9) FROM THE PENS OF THE MASTERS. 15 min. live. Featuring Professor William A.Duffey of the English Dept. telling the stories of the masters. Would also feature his own interesting comments.

10) SHOW SHOP, 30 min. Recorded, each program will feature a differant musical comedy.

(OVER)

Notes:

1) All programs are on once a week unless otherwise noted

2) The programs here listed will be what I consider the best that AIC Radio can offer. As the months pass we will be able to offer far more programs both to the net. and our own listners.

3) A.I.C.Radio will begin operations on October 13,1950 with an hour inaugural broadcast from Wright House on the campus. This show will be on from 8 to 9 P.M. I would like to ask that all member stations carry it. This matter was talked over at the board meeting May 21 at Smith where the P.B.S. member stations agreed to carry it.

Joseph C. Bernstein

Joseph C.Bernstein,
Program Director

6 DAYS A WEEK. ---- Sunday through Friday

LOCAL STATIONS OF P. B. S.

FOR MAKING UP LOCAL PROGRAM BREAKS, AND ALLOTING THE PROPER TIME FOR COMPULSORY NETWORK SHOWS.

Times below must be on NETWORK

TIME ON	TIME OFF	NAME OF SHOW OR TYPE
7 00 00	7 04 30	I N S News
7 055 00	7 24 30	Disc
7 30 00	7 59 00	Disc & Sports (no break)
8 00 00	8 29 00	Various, including disc, sports, drama, news resume, quiz, etc.
8 30 00	8 59 00	Various (Con't)
--		
10 55 00	10 59 30	I N S Newscast

RESUME of LOCAL SPOTS which each station must utilize as they see fit during the Sponsorship hours. Program time between 9:00:00 and 10:54:30 is NOT COMPULSORY, but stated breaks must be made. Time between 7:25:00 and 7:29:30 is likewise.

Local Spots: (Each one must be made because network will not be in operation at that time)

P. M.	6:59:00 -	7:00:00	1 minute local spot
	7 04 30 -	7 05 00	30 second local spot
	7 24 30 -	7 25 00	30 second local spot
	7 29 30	7 30 00	30 second local spot
	7 59 00	8 00 00	1 minute local spot
	8 29 00	8 30 00	1 minute local spot
	8 59 00	9 00 00	1 minute local spot
	9 29 00	9 30 00	*1 minute local spot
	9 59 00 -	10 00 00	*1 minute local spot
	10 54 30 -	10 55 00	*30 second local spot
	10 59 30	11 00 00	*30 second local spot

The above spots must be made in order that network operations will come out right. The programs listed below are optional for all stations, the above listed times are COMPULSORY for all stations

Optional programs:

7 25 00 - 7 29 30~~disc~~	disc
9 00 00 - 9 29 00	not scheduled
9 30 00 9 59 00	" "
10 00 00 -10 54 30	CLASSICAL MUSIC

PIONEER BROADCASTING SYSTEM

Sponsorship Program Log for 1950-1951

Containing:

Programs
Times
Originations

PIONEER BROADCASTING SYSTEM - SPONSORSHIP PROGRAM LOG

SUNDAY

TIME ON	TIME OFF	TITLE	TYPE	ORIGIN
8 00 00	8 29 00	Available:	½ hr. morning show	
		Sunday Night at the OPera	½ hr.	Amherst; Smith
		Why Not, eh?	½ hr.	Amherst; Wesleyan
		At The Top	½ hr.	Amherst; Trinity
6 59 30	7 00 00	Break - 1/2 min.		Local
7 00 00	7 29 00	SUNDAY EDITION	1/2 hr. show	Amherst
7 29 00	7 30 00	Break - 1 min.	Break	Local
7 30 00	7 59 00	ECHOES OF THE BIG TIME	1/2 hr. show	Amherst; Trinity
7 59 00	8 00 00	Break - 1 min.	Break	Local
8 00 00	8 14 00	FIFTH ROW CENTER	~~1/4 hr. show~~	Trinity (can be ½ hr.) or Amherst
8 14 00	8 15 00	" " "	1/2 hr. show	
8 15 00	8 29 00		~~1/4 hr. show~~	
8 29 00	8 30 00	Break - 1 min.	Break	Local
8 30 00	8 44 00	ON THE SPORTS TRAIL	1/4 hr. show	Un. of Mass; Amherst
8 44 00	8 45 00	Break - 1 min.	Break	Local
8 45 00	8 59 00	I N S - News	NEWS	Amherst
8 59 00	9 00 00	Break - 1 min.	Break	Local
9 00 00	9 29 00		1/2 hr. show	
9 59 00	10 00 00	Break - 1 min.	Break	Local
10 00 00	== == ==	SUNDAY SYMPHONY ONE HOUR CLASSICAL MUSIC WITH 15 sec. break at opportunity.		WAMF - Amherst WCSR - Smith
== == ==	10 59 00			
10 59 00	12 00 00	Break - 1 min.	Break	Local
11 00 00	11 14 00		NEWS	
11 59 00	12 00 00	Break - 1 min.	Break	Local

PIONEER BROADCASTING SYSTEM - SPONSORSHIP PROGRAM LOG

MONDAY

TIME ON	TIME OFF	TITLE	TYPE	ORIGIN
8 00 00	8 29 00	Available:	½ hr. morning show	
		Campus Hit Parade	½ hr.	All (5)
		Listener's Corner	¼ hr.	Wesleyan Amherst
6 59 30	7 00 00	Break - 1/2 min.		Local
7 00 00	7 29 00	JUST JAZZ	1/2 hr. show	Wesleyan
7 29 00	7 30 00	Break - 1 min.	Break	Local
7 30 00	7 59 00	DISCOLOGY "30"	1/2 hr. show	Trinity
7 59 00	8 00 00	Break - 1 min.	Break	Local
8 00 00	8 14 00	MUSIQUIZ	1/4 hr. show	Un. of Mass.
8 14 00	8 15 00	Break - 1 min	Break	(can be ½ hr.)
8 15 00	8 29 00	PIANO PORTRAITS	1/4 hr. show	Un. of Mass;& Smith
8 29 00	8 30 00	Break - 1 min.	Break	Local
8 30 00	8 44 00	NATIONAL SPORTLIGHT	1/4 hr. show	Amherst
8 44 00	8 45 00	Break - 1 min.	Break	Local
8 45 00	8 59 00	I N S News	NEWS	Amherst
8 59 00	9 00 00	Break - 1 min.	Break	Local
9 00 00	9 29 00		1/2 hr. show	
9 59 00	10 00 00	Break - 1 min.	Break	Local
10 00 00 == == ==	== == == 10 59 00	SYMPHONY HALL ONE HOUR CLASSICAL MUSIC WITH 15 sec. break at opportunity.		Smith; Trinity
10 59 00	11 00 00	Break - 1 min.	Break	Local
11 00 00	11 14 00		NEWS	
11 59 00	12 00 00	Break - 1 min.	Break	Local

PIONEER BROADCASTING SYSTEM - SPONSORSHIP PROGRAM LOG

TUESDAY

TIME ON	TIME OFF	TITLE	TYPE	ORIGIN
8 00 00	8 29 00	Available:	½ hr. morning show	
		SPOTLIGHT	½ hr.	Amherst Smith
		Snack Bar Society	¼ hr.	ALL (5)
		It Ain't Necessarily Slow	¼ or ½ hr.	Smith U. of M.
6 59 30	7 00 00	Break - 1/2 min.		Local
7 00 00	7 29 00	Dixieland -Delta "5"	1/2 hr. show	WSSR;WAMF;WMUA
7 29 00	7 30 00	Break - 1 min.	Break	Local
7 30 00	7 59 00	Bing Sings	1/2 hr. show	Amherst
7 59 00	8 00 00	Break - 1 min.	Break	Local
8 00 00	8 14 00	Professor's Platform	1/4 hr. show	All (5)
8 14 00	8 15 00	Break - 1 min.	Break	~~[illegible]~~
8 15 00	8 29 00	Spotlight - Drama	1/4 hr. show	Amherst
8 29 00	8 30 00	Break - 1 min.	Break	Local
8 30 00	8 44 00	On the Sidelines	1/4 hr. show	Wesleyan
8 44 00	8 45 00	Break - 1 min.	Break	Local
8 45 00	8 59 00	I N S News	NEWS	Amherst
8 59 00	9 00 00	Break - 1 min.	Break	Local
9 00 00	9 29 00		1/2 hr. show	
9 59 00	10 00 00	Break - 1 min.	Break	Local
10 00 00	== == ==	SYMPHONY HALL ONE HOUR CLASSICAL MUSIC WITH 15 sec. break at opportunity.		Smith; Trinity
== == ==	10 59 00			
10 59 00	11 00 00	Break - 1 min.	Break	Local
11 00 00	11 14 00		NEWS	
11 59 00	12 00 00	Break - 1 min.	Break	Local

PIONEER BROADCASTING SYSTEM - SPONSORSHIP PROGRAM LOG

WEDNESDAY

TIME ON	TIME OFF	TITLE	TYPE	ORIGIN
8 00 00	8 29 00	Available:	½ hr. morning show	
		Off The Record	½ hr.	Amherst
		Tops in Pops	½ hr.	Un. of Mass & Smith & Amherst
6 59 30	7 00 00	Break - 1/2 min.		Local
7 00 00	7 29 00	JAZZ UNLIMITED "~~Dixieland~~"	1/2 hr. show	WesleyAN ~~Amherst~~
7 29 00	7 30 00	Break - 1 min.	Break	Local
7 30 00	7 59 00	Discology "30"	1/2 hr. show	Trinity
7 59 00	8 00 00	Break - 1 min.	Break	Local
8 00 00	8 14 00	ON THE TOWN	~~1/4 hr. show~~	U. of Mass- & Smith & Amherst (can be ½ hr.)
8 14 00	8 15 00			
8 15 00	8 29 00		~~1/4 hr. show~~	
8 29 00	8 30 00	Break - 1 min.	Break	Local
8 30 00	8 44 00	National Sportlight	1/4 hr. show	Amherst
8 44 00	8 45 00	Break - 1 min.	Break	Local
8 45 00	8 59 00	I N S News	NEWS	Amherst
8 59 00	9 00 00	Break - 1 min.	Break	Local
9 00 00	9 29 00		1/2 hr. show	
9 59 00	10 00 00	Break - 1 min.	Break	Local
10 00 00	== == ==	Symphony Hall ONE HOUR CLASSICAL MUSIC WITH 15 sec. break at opportunity.		Smith; Trinity
== == ==	10 59 00			
10 59 00	11 00 00	Break - 1 min.	Break	Local
11 00 00	11 14 00		NEWS	
11 59 00	12 00 00	Break - 1 min.	Break	Local

PIONEER BROADCASTING SYSTEM - SPONSORSHIP PROGRAM LOG

THURSDAY

TIME ON	TIME OFF	TITLE	TYPE	ORIGIN
8 00 00	8 29 00	Available:	½ hr. morning show	
		Music Makers	½ hr.	Trinity
		Showtime	½ hr.	Wesleyan Trinity
		UNESCO World Review	1/4 hr.	Amherst
6 59 30	7 00 00	Break - 1/2 min.		Local
7 00 00	7 29 00	"Dixieland" - ~~JAZZ UNLIMITED~~	1/2 hr. show	Amherst
7 29 00	7 30 00	Break - 1 min.	Break	Local
7 30 00	7 59 00	Stump the Profs	1/2 hr. show	Wesleyan
7 59 00	8 00 00	Break - 1 min.	Break	Local
8 00 00	8 14 00	Guest Star	1/4 hr. show	All Five
8 14 00	8 15 00	Break - 1 min.	Break	
8 15 00	8 29 00	Woman of the Week	1/4 hr. show	Smith
8 29 00	8 30 00	Break - 1 min.	Break	Local
8 30 00	8 44 00	Campus Sportlight	1/4 hr. show	All Five
8 44 00	8 45 00	Break - 1 min.	Break	Local
8 45 00	8 59 00	I N S News	NEWS	Amherst
8 59 00	9 00 00	Break - 1 min.	Break	Local
9 00 00	9 29 00		1/2 hr. show	
9 59 00	10 00 00	Break - 1 min.	Break	Local
10 00 00	== == ==	Sunday Symphony ONE HOUR CLASSICAL MUSIC WITH 15 sec. break at opportunity.		Smith; Trinity
== == ==	10 59 00			
10 59 00	11 00 00	Break - 1 min.	Break	Local
11 00 00	11 14 00		NEWS	
11 59 00	12 00 00	Break - 1 min.	Break	Local

PIONEER BROADCASTING SYSTEM - SPONSORSHIP PROGRAM LOG

FRIDAY

TIME ON	TIME OFF	TITLE	TYPE	ORIGIN
8 00 00	8 29 00	Available:	½ hr. morning show	
		What's What in NYC	½ hr.	All Five
		Strictly Wax	¼ or ½ hr.	Amherst; U. of Mass
6 59 30	7 00 00	Break - 1/2 min.		Local
7 00 00	7 29 00	JAZZ	1/2 hr. show	Wesleyan
7 29 00	7 30 00	Break - 1 min.	Break	Local
7 30 00	7 59 00	Discology "30"	1/2 hr. show	Trinity
7 59 00	8 00 00	Break - 1 min.	Break	Local
8 00 00	8 14 00	Weekender!!!	~~1/4 hr. show~~	
8 14 00	8 15 00	"	1/2 hr	(~~can be~~ ½ hr.) ALL FIVE
8 15 00	8 29 00		~~1/4 hr. show~~	
8 29 00	8 30 00	Break - 1 min.	Break	Local
8 30 00	8 44 00	National Sportlight	1/4 hr. show	Amherst
8 44 00	8 45 00	Break - 1 min.	Break	Local
8 45 00	8 59 00	I N S News	NEWS	Amherst
8 59 00	9 00 00	Break - 1 min.	Break	Local
9 00 00	9 29 00		1/2 hr. show	
9 59 00	10 00 00	Break - 1 min.	Break	Local
10 00 00	== == ==	SYMPHONY HALL ONE HOUR CLASSICAL MUSIC WITH 15 sec. break at opportunity.		Smith; Trinity
== == ==	10 59 00			
10 59 00	11 00 00	Break - 1 min.	Break	Local
11 00 00	11 14 00		NEWS	
11 59 00	12 00 00	Break - 1 min.	Break	Local

astern States Radio Corporation

34 AMITY STREET • AMHERST, MASSACHUSETTS
545 FIFTH AVENUE • NEW YORK 17, NEW YORK

The Eastern States Radio Corporation, fofunded by Mr. Hopple & Mr. Vance undertook to sellnational advertising on the "6" station basis as the plans of expanding the network took proportions.

The attached material was used in an effort to sell all summer of 1950 in the New York advertising agencies. This effort, however, was unsuccessful, and the network was obliged to stay within the confines of Hampshire County. Arrangements had been negotiated to include Trinity & Wesleyan in the PBS network.

Eastern States Radio Corporation has since been successful, and has delivered over $500 dollars in advertising to WAMF during the 1952 college year. The network still remains in Hampshire county, however.

ERH

COLLEGE RADIO ADVERTISING REPRESENTATIVES

College calendars - 1950-1

Amherst

Sept. 20 - opening chapel
Sept. 21 - classes begin
Oct. 28 - Wesleyan game - Hol.
Nov. 18 - Alumni meet - Hol.
Nov. 29, 12:40 p.m. thru Dec. 4, 8:10 a.m. - Thanksgiving recess
Dec. 20, 12:40 p.m. thru Jan. 4, 8:10 a.m. - Christmas recess
Jan. 19 thru Jan. 25 - exams
Jan. 29 - classes begin
Mar. 24 - classes stop; rushing begins
Mar. 26 thru Apr. 9th - Spring recess
May 12 - Dance holiday
May 30 - Memorial Day - Hol.
May 28 thru June 9 - exams
June 10 - Commencement

University of Massachusetts

Sept. 18 - Registration
Sept. 20 - classes begin for all but freshmen
Sept. 21 - classes begin for freshmen
Oct. 12 - Columbus Day - Hol.
Nov. 11 - Armistice Day - Hol.
Nov. 22, 12:00M thru Nov. 27, 8:00 a.m. - Thanksgiving recess
Dec. 16, 12:00M thru Jan. 3, 8:00 a.m. - Christmas recess
Jan. 18, 5:00 p.m. - classes stop
Jan. 22 thru Jan. 31 - exams
Feb. 5, 8:00 a.m. - classes begin
Feb. 22 - Washington's Birthday - Hol.
Mar. 31, 12:00M thru Apr. 9, 8:00 a.m. - Spring recess
Apr. 19 - Patriot's Day - Hol.
May 19, 12:00M - classes stop
May 21 thru May 29 - exams
May 30 - Memorial Day - Hol.
June 1 thru June 3 - Commencement

Smith

Sept. 28 - classes begin
Nov. 22, 12:50 p.m. thru Nov. 27, 9:00 a.m. - Thanksgiving recess
Dec. 19, 12:50 p.m. thru Jan. 4, 9:00 a.m. - Winter recess
Jan. 23 - Hol.
Jan. 24 thru Feb. 2 - exams
Feb. 5 - classes begin
Mar. 21, 3:50 p.m. thru Apr. 5, 9:00 a.m. - Spring recess
May 24 - Hol.
May 25 thru June 5 - exams
June 11 - Commencement

Wesleyan

Sept. 18 - Registration
Sept. 22 - Classes begin
Nov. 18 - Dance holiday
Nov. 22, 5 p.m. thru Nov. 27, 8 a.m. - Thanksgiving recess
Dec. 20, 5 p.m. thru Jan. 4, 8 a.m. - Christmas recess
Jan. 15-16 - Comprehensive exams
Jan. 23 thru Feb. 1 - exams
Feb. 5, 8 a.m. - Classes begin
Mar. 3 - Junior prom
Mar. 22, 5 p.m. thru Apr. 2, 8 a.m. - Spring recess
May 19 - Dance weekend
May 14-15 - Comprehensive exams
May 28-Jun. 6 - exams
June 11 - Commencement

Trinity

Sept. 19 - Registration
Sept. 25 - Classes begin
Nov. 22, 4 p.m. thru Nov. 26, 5 p.m. - Thanksgiving recess
Dec. 21, 4 p.m. thru Jan. 4, 5 p.m. - Christmas recess
Jan. 22 - exams begin
Feb. 7 - Trinity term begins
Mar. 21, 4 p.m. thru Apr. 3, 5 p.m. - Easter recess
May 28 - exams begin
June 17 - Commencement

Dates of operation of stations of the Pioneer Broadcasting System

All dates inclusive - all stations are committed to advertisers to be in operation to broadcast sponsored programs on the dates listed:

September 27th through 29th

October 1st through 6th

October 8th through 13th

October 15th through 20th

October 22nd through 27th

October 29th through November 3rd

November 5th through 10th

November 12th through 17th

November 19th through 21st

December 3rd through 8th

December 10th through 15th

January 7th through 12th

January 14th through 19th

February 7th through 9th

February 11th through 16th

February 18th through 23rd

February 25th through March 2nd

March 4th through 9th

March 11th through 16th

March 18th through 20th

April 8th through 13th

April 15th through 20th

April 22nd through 27th

April 29th through May 4th

May 6th through 11th

May 13th through 19th

	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
7:00 - 7:14:30 p. m.	DISCOLOGY Recorded popular music (Spots)	DISCOLOGY Recorded popular music (Spots)	DISCOLOGY Recorded popular music (Spots)	DISCOLOGY Recorded popular music (Spots)	DISCOLOGY Recorded popular music (Spots)	DISCOLOGY Recorded popular music (Spots)
7:15 - 7:29 p. m.	LUCKY STRIKE	LUCKY STRIKE	LUCKY STRIKE	LUCKY STRIKE	LUCKY STRIKE	LUCKY STRIKE
	Recorded popular music. Listeners are invited to write in requesting their favorite tune, telling why it is their favorite. Judges pick the best letters, and two tunes are played daily.					
7:30 - 7:59 p. m.	SUN. EDITION Resume of previous wks. news	5th ROW CENTER Recorded music fm. B'dway shows	SPOTLIGHT Drama	CAMPUS HIT PARADE by record	STUMP THE PROFS Listeners send questions	BING SINGS Crosby on records
8:00 - 8:14:30 p. m.	TOPS IN POPS Recorded popular music	TOPS IN POPS Recorded popular music	TOPS IN POPS Recorded popular music	TOPS IN POPS Recorded popular music	TOPS IN POPS Recorded popular music	TOPS IN POPS Recorded popular music
8:15 - 8:29 p. m.	TOPS IN POPS Part 2	TOPS IN POPS Part 2	TOPS IN POPS Part 2	TOPS IN POPS Part 2	TOPS IN POPS Part 2	WHAT'S WHAT IN NEW YORK Preview
8:30 - 8:44:30 p. m.	MUSIQUIZ	MUSIQUIZ	MUSIQUIZ	MUSIQUIZ	MUSIQUIZ	MUSIQUIZ
	Recorded popular music. Two "mystery" tunes played daily - first listener in each station area to call in with correct title wins prize. Wednesday show features stage quiz show, with five student contestants who try to identify new "mystery" tunes.					
8:45 - 8:59 p. m.	NATL SPORTLITE National sports news from INS	ON THE SIDELINES Collegiate sports news	NATL SPORTLITE National sports news from INS	MUSIQUIZ Continued	NATL SPORTLITE National sports news from INS	CAMPUS SPORTLIGHT Campus star interviewed; news
10:00 - 10:54:30 p. m.	SYMPHONY HOUR Recorded classical music	SYMPHONY HOUR Recorded classical music	SYMPHONY HOUR Recorded classical music	SYMPHONY HOUR Recorded classical music	SYMPHONY HOUR Recorded classical music	SYMPHONY HOUR Recorded classical music
10:55 - 10:59:30 p. m.	WORLD NEWS from INS teletype	WORLD NEWS from INS teletype	WORLD NEWS from INS teletype	WORLD NEWS from INS teletype	WORLD NEWS from INS teletype	WORLD NEWS from INS teletype

The Pioneer Broadcasting System
WAMF - WCSR - WESU - WMUA - WRTC
Amherst - Northampton - Hartford - Middletown

National Sales Representative:
Eastern States Radio Corporation -
P.O. Box 721
Amherst Massachusetts

EASTERN STATES RADIO CORPORATION

Post Office Box 721,
34 Amity Street
Amherst, Mass.

CONTRACT

Entered into this .... day of ...., 19 , in ....

...., between the Eastern States Radio Corporation, a duly organized corporation formed under the laws of the Commonwealth of Massachusetts, with its principal place of business in Amherst, Hampshire County, Massachusetts, hereinafter referred to as the corporation, and ....

....

hereinafter referred to as the buyer, witnesseth that in consideration of our hands and seals affixed hereto, the parties hereunto duly agree as follows:

(1) The buyer agrees to purchase from the corporation the following programs and broadcast time on the stations and at the times specified:

(2) The buyer agrees to pay the corporation the sum of .... for the specified program(s) and time, payment to be made in accordance with the terms of this contract.

(3) The buyer agrees to deliver to the office of the corporation, at least two weeks prior to the date of broadcast, such commercial copy as the buyer may desire to be used during the time purchased in this contract. The length of such commercial copy shall not exceed 1½ minutes for each five minute broadcast, 2½ minutes for each 15 minute broadcast. 3 minutes for each 30 minute broadcast, and 6 minutes for each broadcast.

(4) *Payment*
(a) The buyer agrees to pay for broadcasting covered by this contract at the office of the corporation, on or before the tenth day of the month following that in which the broadcasting was done unless otherwise stipulated on the face of this contract.
(b) The corporation reserves the right to cancel the contract at any time upon default by the buyer in payment of bills, or other breach, or in the event of any material violation on the part of the buyer of any of the conditions herein named and upon such cancellation all broadcasting done hereunder and unpaid shall become immediately due and payable. In case of delinquency of payments or impaired credit, the corporation shall have the right to change the requirements as to terms of payment for further broadcasting under this contract as it may see fit.

(5) *Inability to broadcast*
(a) Should any of the stations whose time and programs are resold by the corporation in this contract be unable, for any or all reasons, to broadcast one of the buyer's programs at the time specified, the corporation shall not be liable to the buyer for damages, but will communicate with buyer in writing at once, or if possible in advance of such event. The buyer shall then either agree with the corporation upon a satisfactory substitute time for the broadcast, or the broadcast will be considered as cancelled without affecting the rate shown on this order. In the event of such cancellation or postponement, the station will make a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

(6) *Substitution of program of public importance*
(a)) The stations whose time and programs are resold by the corporation in this contract shall have the right to cancel any broadcast covered by this order and substitute a program of such outstanding public importance that failure to broadcast same would work injury to buyer and station alike. In such case, the corporation will notify the buyer as far in advance as possible, and the buyer and the corporation shall agree upon a satisfactory substitute time for the broadcast, or, if no such agreement can be reached, the broadcast will be considered as cancelled without affecting the rates shown on this contract. In the event of such cancellation or postponement, the station will make a suitable courtesy announcement as to the reason for cancellation or postponement, and as to any substitute time agreed upon.

(7) *Rates*
(a) Rates are as follows:

No. of Periods	1 period	6 periods	12 periods	36 periods	72 periods
Length of Program					
1 hour	$100.00	$95.00	$80.00	$70.00	$60.00
½ hour	65.00	61.75	52.00	45.50	39.00
¼ hour	35.00	33.25	28.00	24.50	21.00
5 min.	20.00	19.00	16.00	14.00	12.00
discount	—	5%	20%	30%	40%

(b) It is understood that the time segments "1 hour," "½ hour," "¼ hour," and "5 min." refer to programs and actual broadcast segments of "59 minutes," "29 minutes," "14 minutes," and "4 minutes, 30 seconds" respectively.

(8) *Program*
(a) The contract for station time includes studio facilities and the services of the program, production, engineering, and announcing personnel required unless otherwise stipulated in this contract.
(b) Except as otherwise hereinafter expressly provided, the buyer will save the station harmless against all liability for slander, libel, illegal competition or trade practice, infringement of trade marks, trade names, or program titles, violation of rights of privacy and infringement of copyrights and proprietary rights, resulting from the broadcasting of the programs herein provided for in the form furnished or approved by the buyer. The corporation agrees to save the buyer harmless against all liability both as to artists and program content where programs are produced by the stations, excepting only such liability as may result from the broadcasting of commercial credits and other material as furnished or approved by the buyer.
(c) Programs and/or commercial copy prepared by the buyer are subject to the approval of the corporation both as to artists and content.

(9) *General*
(a) This contract is subject to the terms of licenses held by the parties hereto and is also subject to all federal, state, and municipal laws and regulations now in force, or which may be enacted in the future.
(b) In dealing with agencies, the corporation will follow a uniform policy to avoid discrimination.
(c) The agency agrees that it will not rebate to its client any part of the commission allowed by the corporation.
(d) The failure of the corporation or of the buyer or agency to enforce any of the provisions listed herein with respect to a breach thereof in any one instance shall not be construed as a general relinquishment or waiver under this agreement and the same shall nevertheless be and remain in full force and effect.
(e) Any broadcasting furnished before written acceptance hereof, as hereinafter provided, shall not be construed as an approval or acceptance of this contract.
(f) It is further agreed that the foregoing contract embodies all the understandings and agreements between the parties hereto, and that no representation by anyone, salesman or otherwise, verbal or written, in any way modifies alters, or adds to the terms and conditions of this agreement.

Witness our hands and seal the day and date first above written.

Representative of Buyer

Representative of Eastern States Radio Corporation

Eastern States Radio Corporation

Station Ma
Campus Rad

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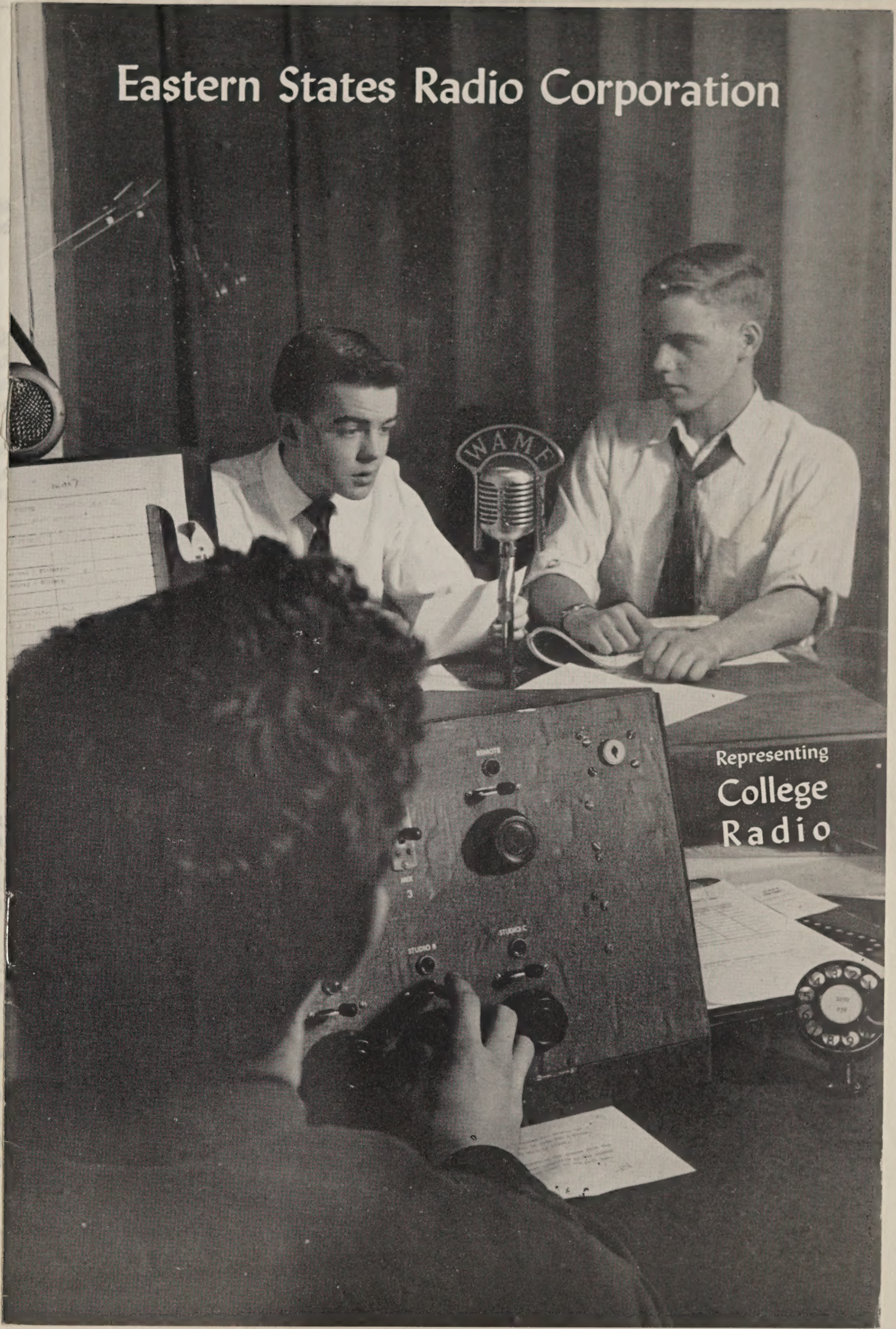

Eastern States Radio Corporation

Representing
College
Radio

COLLEGE RADIO ADVERTISING REPRESENTATIVES

WAME

Teamwork and a genuine interest in radio are key characteristics of all the activities of the P. B. S college network. Amherst's all-male staff is augmented in the picture below by dramatic talent imported for the occasion from Smith's WCSR. Such cooperation is typical of the spirit that has made the complicated business of running a network a real success. Each college whose station is a member of the network sends three representatives to the network administrative board. Program scheduling and coordination is done at the network level to ensure smoothness of operation. The member stations take turns originating programs to the network, which are rebroadcast by other member stations. In this way each station is able to send out its best productions to other schools, and as a result the overall quality of network programs is outstanding.

— EDUCATIONAL FORUMS — REMOTE SPORTS BROADCASTS — ROUND TABLE DISCUSSIO
— SPOT ANNOUNCEMENTS — LOCAL NEWS — SPORTS REVIEW — CLASSICAL MUSIC —
LIVE MUSICAL SHOWS — LIVE DANCE ORCHESTRA — DISC JOCKEY SHOWS — QUARTETS —
MUSICAL REQUEST SHOWS — GUEST STAR SHOWS — VISITING LECTURERS — SPORTS —
AFTERNOON LISTENING — MORNING WAKE-UP SHOWS — NATIONAL NEWS SHOWS —
DRAMA — SPORTS INTERVIEWS — LIVE DIXIELAND BAND — REMOTE ROADHOUSE MUSICA
SHOW — PLAY BY PLAY SPORTS — SPECIAL EVENTS — EDUCATIONAL FORUMS — REMOT
SPORTS BROADCASTS — ROUND TABLE DISCUSIONS — COLLEGE GLEE CLUBS — GUE
SPEAKERS — BROADWAY SHOW MUSIC — CAMPUS SPOTLIGHT SHOWS — QUIZ SHOWS —
— MOVIE NEWS — WOMAN'S SHOWS — FRATERNITY DISCUSSION — PUBLIC SERVICE PRE
TATIONS — SPECIAL EVENTS — SPOT ANNOUNCEMENTS — LOCAL NEWS — SPORTS REV
NTERCOLLEGE QUIZ SHOWS — FACULTY SHOWS — LATE EVENING LISTENING SHOWS —
SEMI-CLASSICAL MUSIC — LIVE COMEDY SHOW — INTERVIEW SHOWS — NEWS-ROUNDU
— BOOK REVIEWS — FASHION SHOWS — WEATHER REPORTS — MOVIE REPORTS — WO
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— COLLEGE GLEE CLUBS — GUEST SPEAKERS — BROADWAY SHOW MUSIC — CAMPUS S
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— MOVIE NEWS — WOMAN'S SHOWS — FRATERNITY DISCUSSION — PUBLIC SERVICE PRE
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QUARTETS — MUSICAL REQUEST SHOWS — GUEST STAR SHOWS — VISITING LECTURERS —
SPORTS — AFTERNOON LISTENING — MORNING WAKE-UP SHOW — NATIONAL NEWS S
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EVENING LISTENING SHOWS — SEMI-CLASSICAL MUSIC — LIVE COMEDY SHOW — INTERV
SHOWS — NEWS-ROUNDUP — BOOK REVIEWS — FASHION SHOWS — WEATHER REPOR
CLASSICAL MUSIC — LIVE MUSICAL SHOWS — LIVE DANCE ORCHESTRA — DISC JOCKEY S

Rate Card for The Pioneer Broadcasting System, a typical five college radio network:

WCSR	WAMF	WMUA	WRTC	WESU
Smith College	Amherst College	University of Mass.	Trinity College	Wesleyan University

THE PIONEER BROADCASTING SYSTEM

ADVERTISING RATES EFFECTIVE JUNE, 1950

No. of Broadcast	1 period	6 periods	12 periods	36 periods	72 periods
Length of Broadcast					
1 hr.	$100.00	$95.00	$80.00	$70.00	$60.00
½ hr.	65.00	61.75	52.00	45.50	39.00
¼ hr.	35.00	33.25	28.00	24.50	21.00
5 min.	20.00	19.00	16.00	14.00	12.00
% dis.	—	5%	20%	30%	50%

Length of commercial time:

5 minute program	1½ minutes
15 minute program	2½ minutes
30 minute program	3 minutes
1 hour program	6 minutes

The listed rates are for P. B.S. time and line charges only. They include studio facilities and engineers, staff announcers, copy service, and network facilities. Special lines, programs, or talent charges are extra, when needed. For special details contact your agent or the P. B.S. sales representative.

WCSR	WAMF	WMUA	WRTC	WESU
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Students' Surveys Show
WRTC'S Popularity!

College network member WRTC at Trinity College, Hartford, designs its programming around students' surveys to provide its listeners with the kind of program they want to hear. Latest in their survey series is one taken in February, [illegible], declared valid and reliable by Trinity's Psychology Department. It states, in part:

[illegible] of students have radios

[illegible] of these are on at a given time

Percentage of radios in use which are tuned to WRTC at a given time:

7-8 p.m. 48% disc jockey show - popular music

8-9 p.m. [illegible] news

9-10 p.m. 48% classical music

10-11 p.m. 55% disc jockey & semi-popular music

11-12 p.m. 42% light classics

Thus an average of 48% of the radios in use at Trinity are tuned to campus station WRTC in spite of the fact that the four major commercial networks are represented by standard broadcast stations in the Hartford area.

SALES - P.O.BOX 721
AMHERST, MASS.

Eastern States Radio Corporation

34 AMITY STREET • AMHERST, MASSACHUSETTS
545 FIFTH AVENUE • NEW YORK 17, NEW YORK

February, 1952

Station Manager
Campus Radio Station

Dear Sir:

At this time last year our company wrote your station outlining our plan to offer national news service to college stations. We either had no response to our letter, or your station answered that it was not interested in the plan.

Since that letter we have been working with the news machine companies, the stations, and prospective advertisers. The following summary of our activities should be of interest to you and your station:

1) The newsmachines will be 24-hour, 7 days a week - UNITED PRESS RADIO WIRE -- comparable in all respects to that used in commercial radio

2) We have over 75 stations in 23 different states participating in the plan

3) The 20 page presentations are being put in the hands of all the top agencies in New York, as well as the top executives in numerous "potential" companies. All the top ad executives that have seen the presentation have said that it is very promising, and should sell.

We are very much interested in getting additional stations to join the plan. In case you do not have a copy of our first letter, I will review the offer: We install a 24-hr. UNITED PRESS RADIO WIRE in your station at absolutely NO COST to you. In return for the installation we ask you to give us sponsorship of two 15-minute newscasts nightly during your broadcast period. Your announcer will read the standard broadcast length commercials which we send. Only national products will be advertised; all advertisements subject to your approval. No liquor or beer ads will be taken. One of these 15-minute newscasts will be between 6:00 and 9:00 p.m.; the other between 9:00 and midnight.

We sincerely hope that you will think this over, and that you will not hesitate to contact us regarding any other points. If you are interested, please send back the enclosed card and we will forward to you all the necessary information, etc. We do not put your station under any kind of agreement until we have actually sold the package for you. Please send back the enclosed card as soon as possible so that we can get your station on our salesmen's lists.

Sincerely yours,

Edwards R. Hopple
Station Relations

COLLEGE RADIO ADVERTISING REPRESENTATIVES